There are 27267 IDs in the users table. There are also that many rows in the table. With this, it’s safe to assume that there are that many users in this database.

There are 4081 rows/user IDs in the survey table. It’s safe to assume that this is the population of users that answered the survey. That’s about 15% of the users we have data for. Overall, our user base is pretty loyal and old. 69.3% of users have used Firefox for over 3 years. Only 5% (215) users have installed the browser within the last 3 months.

Some other interesting stats about our users:

(Who are these people?)

* 1356 of 4081 (%) survey responders use firefox exclusively. 2687 () use other browsers too. Total rows here: 4043
* COME BACK TO THE OTHER BROWSERS BESIDES FIREFOX BECAUSE THIS IS A FIELD WITH MULTIPLE ANSWERS DELIMITED BY |’S
* Unsurprisingly the majority of survey responders either use firefox exclusively (18%) or use firefox as their primary browser (64%).
  + Interesting point: the number of users that claimed in Q2 that they used Firefox exclusively does not match the number of users that claimed the same in Q4.
* We skew male overwhelmingly. 3719 (91%) of survey responders are male.
* We skew young overwhelmingly. 62.6% of respondents were between 18-35. 25% are over 36, and 11% are under 18.
* The majority of our users spend either 2-4 or 4-6 hours on the internet a day
* The majority of respondents consider themselves adept with computers with the majority of users (81%) rating their own skill level 7 or above.

We have event data on 14718 (relatively) distinct users.

We have bookmark event data for 10595 users (or sessions). If you plot the amount of sum of the bookmarks per user (total bookmarks per unique user id) you see that some users frankly have a ridiculous number of bookmarks.

If we just look at users under 500 bookmarks (90% of users):

If we just look at users under 100 (66% of users) bookmarks:

Let’s look at the other behavior differences.

Bookmark and bookmark folder creation is a comparatively rare event. We have 2229 created within our 7 day test window by 996 unique users. 2076 of those are bookmark creations, and 153 are new bookmark folder creations.

6534 out of our population of 27267 users chose a bookmark within the week test period.

Bookmark deletion/moving is even rarer. 2156 instances of deletion/moving (1090 removed and 1066 moved) by 449 unique user IDs.

What’s interesting is that if you select all distinct users from event code 9 (bookmark creation), event code 10 (choosing a bookmark), or event code 11 (bookmark modification), you get 6871 users, which is not that far off our total of 6534 total of users that chose a bookmark within the last week. We can surmise that this population of 6871 users is our subsection that heavily uses this feature.

So who are they?