■ Bug Ticket User Analysis

Characterizing the users and segments reporting product issues

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Data Source:	Supabase (support_tickets, accounts, users)

Executive Summary

This analysis investigates the characteristics of users and accounts reporting bugs. We found that **Pro tier accounts** in **EdTech and MarTech** industries are the primary reporters. These users are highly engaged 'Power Users' triggering 15% more events than average. Critically, **54% of bug reports originate from Admins**, indicating friction in core configuration workflows.

Key Findings by Plan

Plan Tier	Bug Tickets	Bugs per Account
Enterprise	8	**0.42**
Pro	8	**0.53**
Free	6	**0.38**

Recommendations

Action	Expected Impact
Audit EdTech/MarTech feature workflows	High - Reduce industry friction
Admin UI/UX Polish	High - Improve renewal sentiment
Power User Beta Program	Medium - Catch bugs before release