

Bug Reporter Characterization Analysis

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Executive Summary

This analysis examined 22 bug tickets from 21 unique users across 20 accounts to understand who reports bugs and their business value. **Key finding:** Bug reporters are high-value power users who generate **28-32% more revenue** and are **15.6% more active** than other users. They show **no elevated churn risk** (similar cancellation rates).

Key Metrics Comparison

Metric	Bug Reporters	Other Users	Difference
Avg Total Events	11.14	9.64	+15.6%
Avg Account MRR	\$210.59	\$164.21	+28.2%
Avg Monthly Price (ARPU)	\$126.40	\$95.87	+31.8%
Subscription Tenure (days)	325.97	301.04	+8.3%
Canceled Subs	0.71	0.69	Similar

Key Findings

1. Bug Reporters Are Power Users:

They generate 15.6% more events (11.14 vs 9.64 avg) and remain active slightly longer (72 vs 68 days activity span).

2. High-Value Customers:

Bug-reporting accounts generate 28-32% more revenue (\$210.59 vs \$164.21 avg MRR) with 8% longer subscription tenure.

3. No Churn Risk Signal:

Canceled subscription rates are nearly identical (0.71 vs 0.69), indicating bug reports are NOT churn warnings.

4. Widespread Distribution:

Bug reporting is not concentrated - only 2 accounts (4%) have multiple bug tickets. Most accounts (90%) report once.

5. No Feature-Specific Pattern:

Bug reporters perform all event types at similar rates to other users (all overrepresentation ratios < 0.13).

Recommendations

Recommendation	Rationale	Impact
1. Prioritize bug fixes for high-MRR accounts (\$150+)	Bug reporters generate 28% more revenue and represent valuable customers	HIGH
2. Segment CSM coverage for bug-reporting accounts	\$210 avg MRR warrants dedicated support and proactive outreach	MEDIUM
3. DO NOT trigger churn campaigns	Churn rates are identical; bug reports are engagement signals, not churn warnings	HIGH
4. Expand QA for power user workflows	Power users encounter edge cases; broad testing needed across all features	MEDIUM
5. Investigate 2 multi-bug accounts individually	Only 2 accounts have 2+ bugs; may indicate specific issues needing attention	LOW

Methodology

Data Sources: 79 support tickets, 200 users, 50 accounts, 1,960 events, 120 subscriptions

Analysis Period: December 2024 - June 2025

Approach: Cohort comparison between bug reporters (21 users) and other users (179 users)

Metrics Analyzed: Activity levels, revenue (MRR/ARPU), subscription tenure, churn rates, event patterns

Limitations: Sample size of 22 bug tickets; temporal scope of 6 months; bug severity not distinguished

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