

# # Research *as a story*

Bring data to the masses  
and make data-driven decision a reality

# #1 The Story About You

# 205

# Anastasia

Boris  
Vadim  
Anton

Maria  
Ksenia

Stanislav  
Pavel  
Arsenii

Denis  
Oleg

Valentin  
Leonid

Nikita  
Vasiliy

Julia

Igor  
Tatiana

Violetta  
Ivan

Maxim  
Tamila

Konstantin  
Yakov

Andrey  
Darkhan

Gregory  
Romil

Marina  
Irina

Uliana  
Natalia

Sergey  
Vladislava

Tatiana  
Vladislava

Alexey  
Kirill

Arthur  
Inna

Dmitriy  
Svetlana

Victoria  
Vladislav

Dmitriy  
Egor

Elena  
Polina

Roman  
Timur

Anna  
Fedor

Ekaterina  
Alena

Yuriy  
Athena

Ruslan  
Danil

Aleksandra  
Mikhail

Eugene  
Semen

Anna  
Diana

Ekaterina  
Daniel

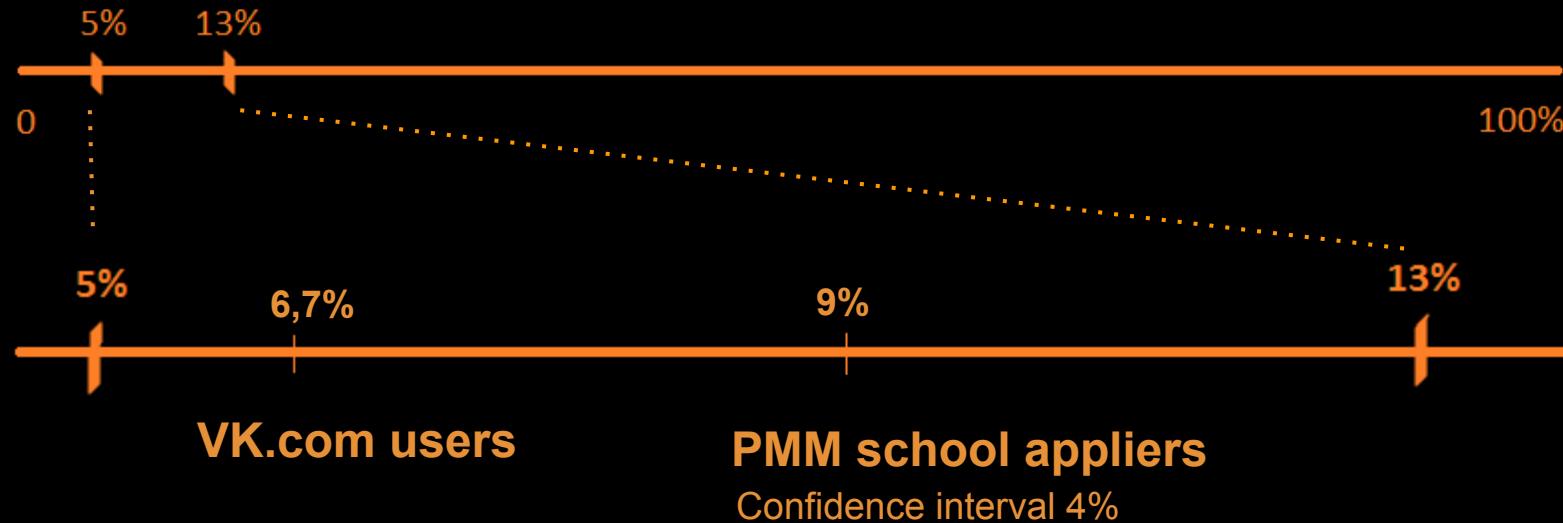
Vladimir  
Viacheslav

Yaroslav  
Mikhail

Yuriy  
Evgeniya

Anna  
Daniela

# Alexander



Polina Yury  
Anastasia  
Vladislava Daniel Ulliana  
Yana Igor  
Paula  
Ivan Alexander  
Anna Olga  
Marina Alexey

Petr **TYMANOV**

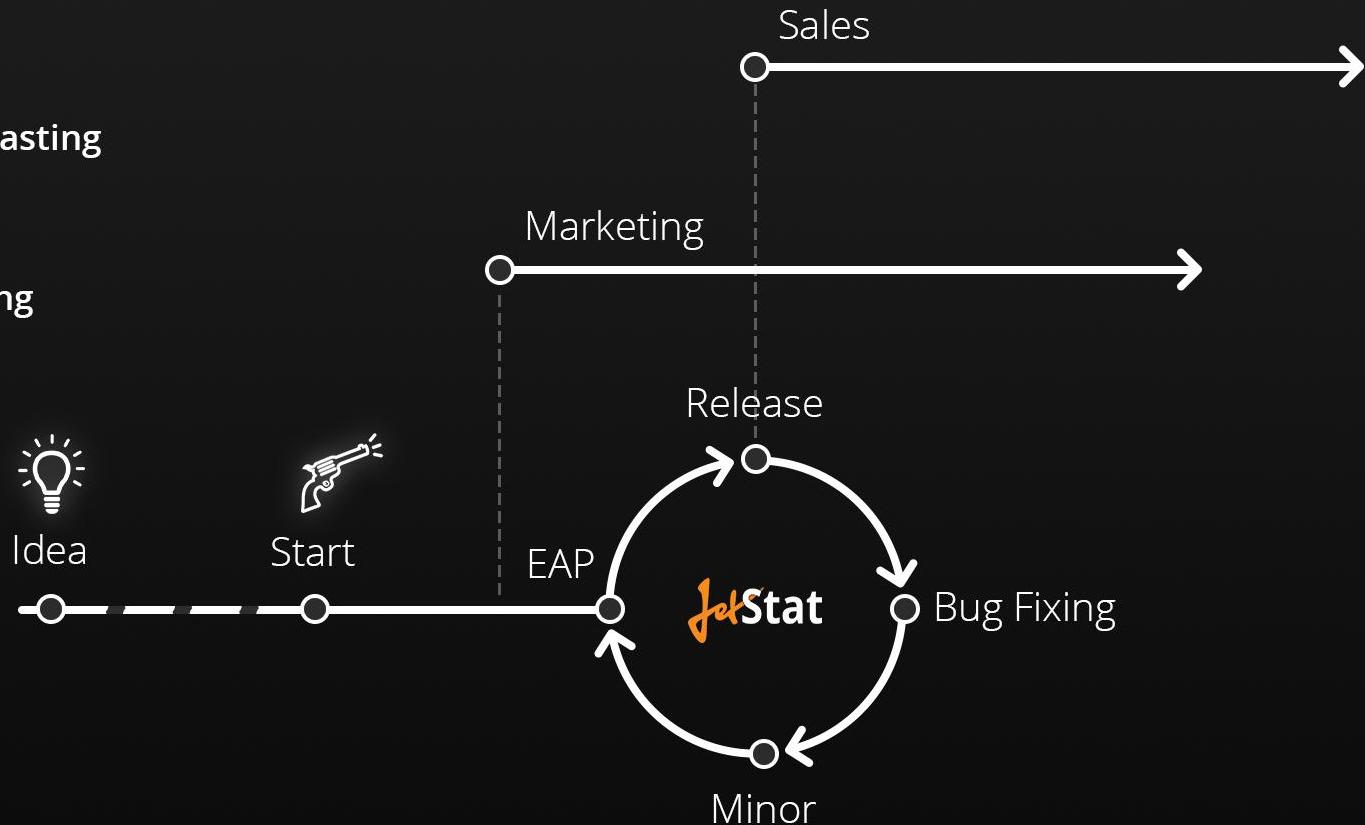
**85%**

**TYMANOV Petr**

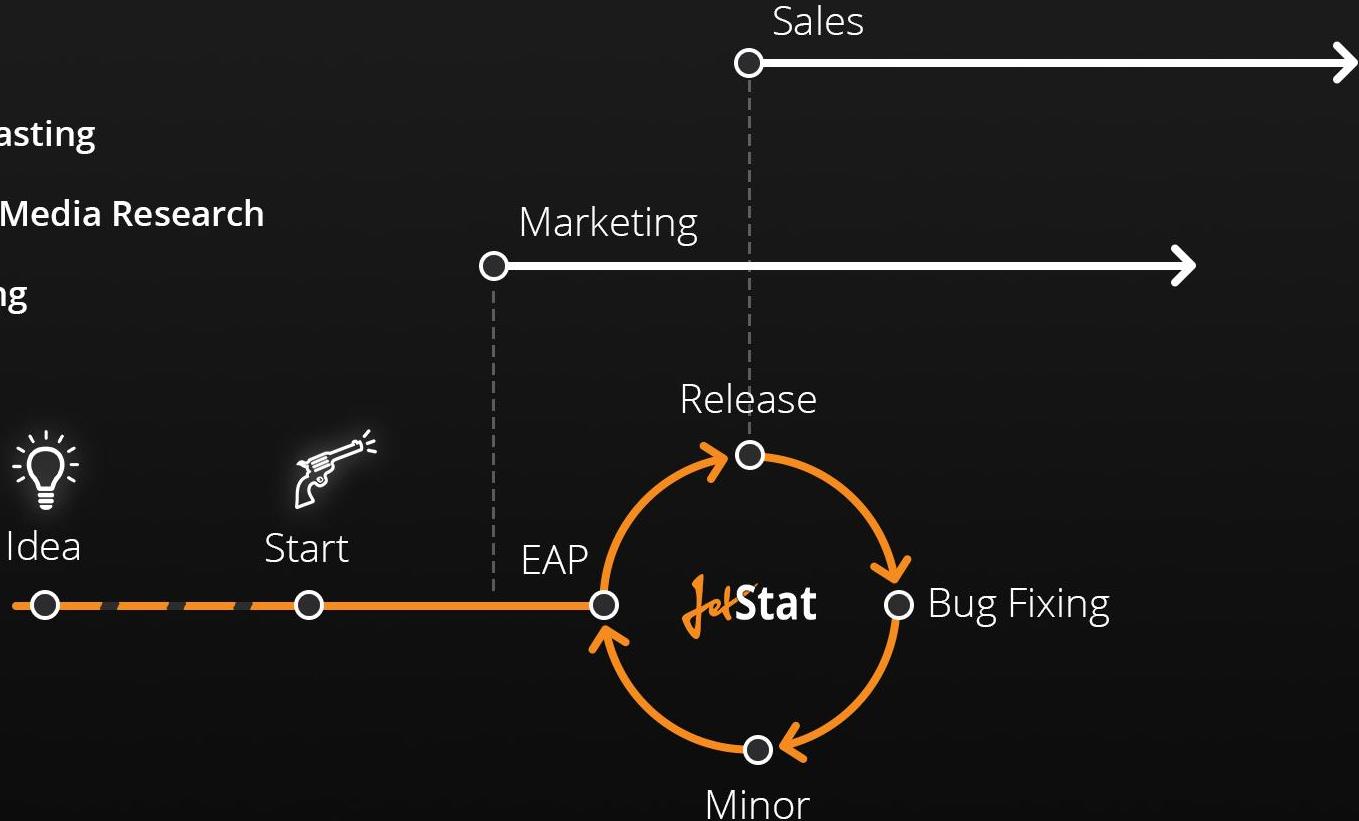
**15%**

## #2 The Story About Us

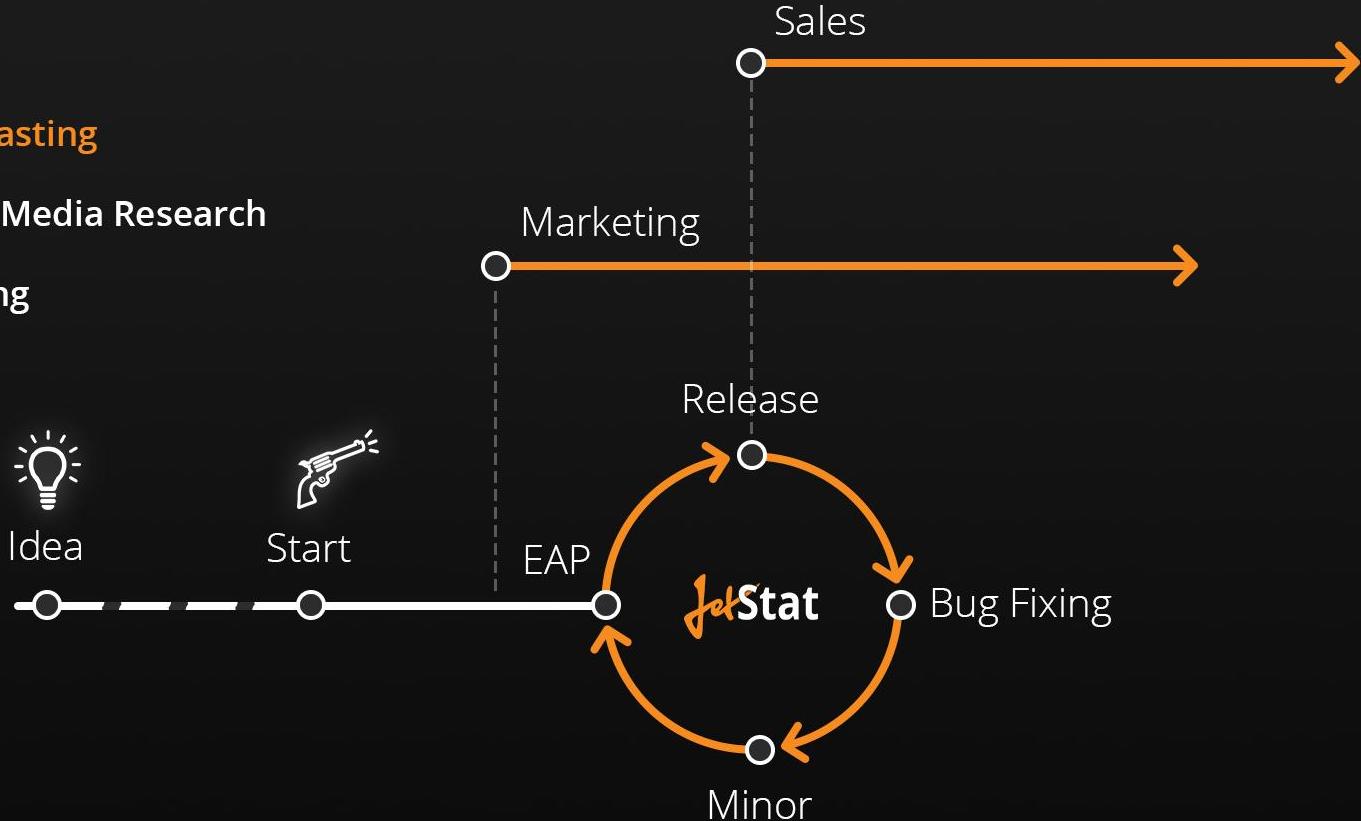
- 1 Data source
- 2 Technological
- 3 Pricing & Forecasting
- 4 Surveys
- 5 E-mail Marketing



- 1 Data source
- 2 Technological
- 3 Pricing & Forecasting
- 4 Surveys, Social Media Research
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- 1 Data source
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# #3 The Story of How We Tell Stories

HIGH  
LEVEL

HIGH  
LEVEL

A close-up photograph of a large, gold-colored metal number '3' mounted on a dark, weathered wooden surface. The wood has visible grain and some paint peeling. Two small screws are visible on the top and bottom of the number. The lighting highlights the metallic texture of the number against the dark wood.

3

Goals  
Decisions  
Result description

PUBLIC SURVEY  
INTERESTS  
**R<sub>1</sub> E<sub>1</sub> P<sub>3</sub> O<sub>1</sub> R<sub>1</sub> T<sub>1</sub>**  
NATIONAL RESULTS CIAL RESULTS HER  
DATA NATIONAL DATA MEDIA

# #Research Methods

## Primary research

- Surveys
- Methods of expert estimation
- Experiments

## Secondary research

- Analysis of internal and external statistical data
- Overview of reports and research results
- Content analysis
- Quantitative text analysis



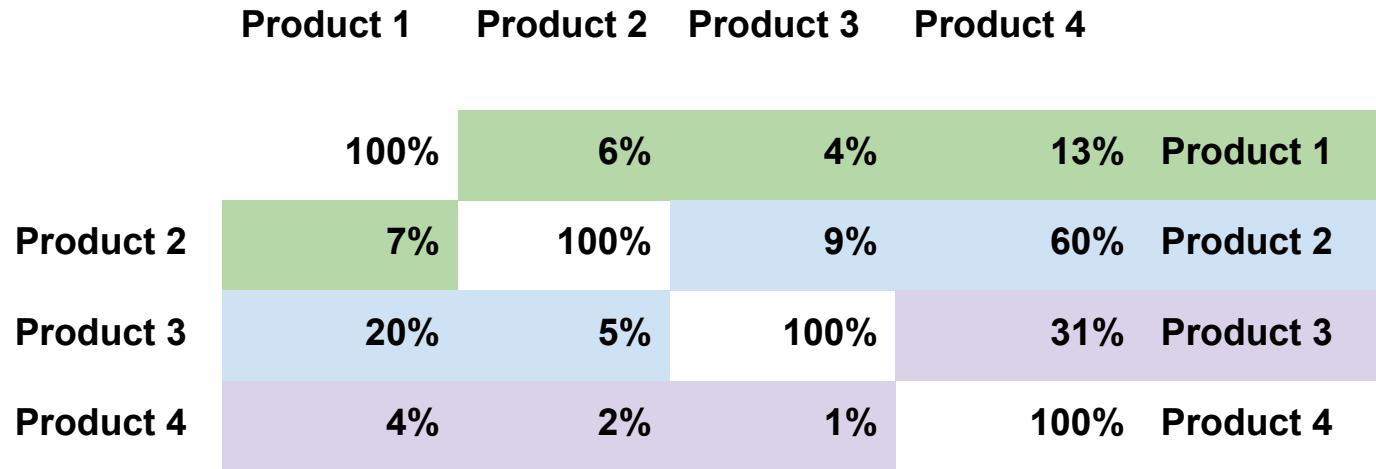
# #Data Analysis Methods

- Frequency
- Regression
- Cluster
- Factor
- Forecasting (ARIMA)
- NLP

# #Product Analytics

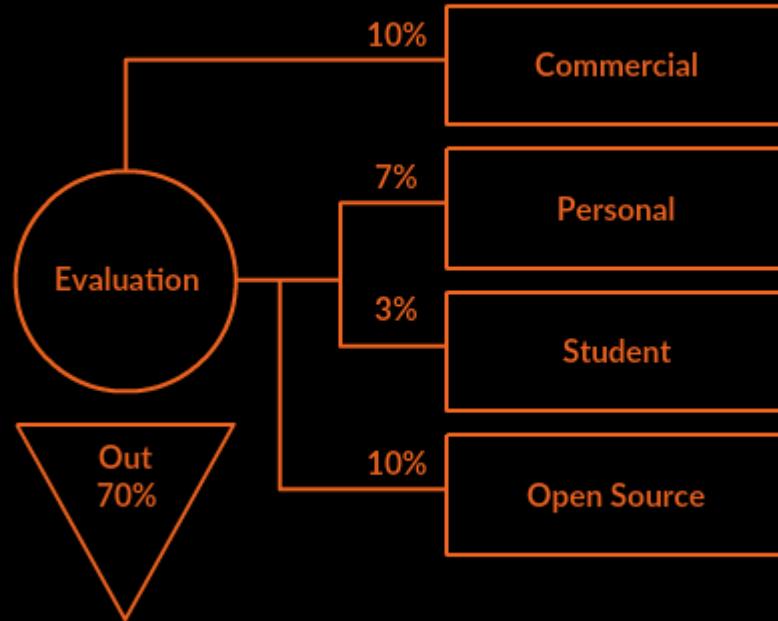


# #Cross Usage\*



\*Data on the chart is not actual company data

# #Transfer of users\*



\*Data on the chart is not actual company data

# #Market Analytics



# #Upper and Lower Bounds

How many users of specific programming language in the world?



# #Extrapolation

Total number of users	Number of Python developers	% of developers who use python
2,355,139	229,909	9,7%
19,000,000	1,843,000	9,7%

# #Aggregation



Google Trends



WIKIPEDIA  
The Free Encyclopedia

ASP .NET AJAX



Azure



# C/C++ facts

we learned before bringing you  
cross-platform IDE for C and C++

CLion

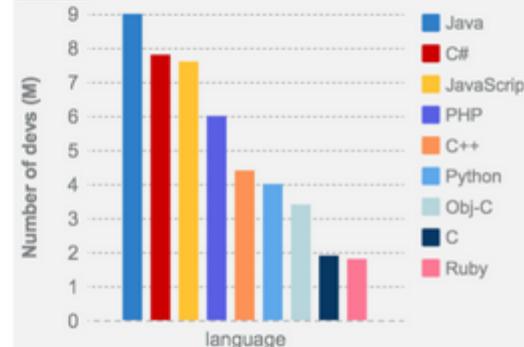
~4.4 million C++ devs  
~1.9 million C devs

#1

There are 4.4 million C++ developers and  
nearly 2 million C developers in the world.



#2





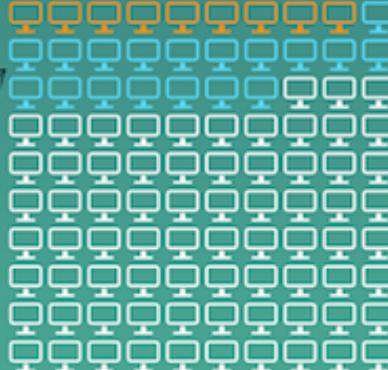
DailyJS

dailyjs.com

# JavaScript Developer Survey Results 2014



18% of  
respondents use  
IntelliJ IDEA



8.9% of respondents  
mentioned WebStorm as  
IDE of their choice



IDEs  
and Editors  
2014

# #4 The Story of Relationship. Research as a service

## 5 STAGES OF DATA-DRIVEN MARKETING

DATA  
SHMATA.

ANALYTICS  
IS THE  
DEATH OF  
CREATIVITY.

CAN'T WE  
JUST TWEAK  
THE MODEL  
TO GET A  
DIFFERENT  
RESULT?

SINCE  
WHEN DID  
MARKETING  
REQUIRE SO  
MUCH  
MATH?

I ACCEPT  
DATA THAT  
SUPPORTS  
WHATEVER  
I PLANNED  
TO DO  
ALREADY.

TOM  
FISH  
BURNE

DENIAL

ANGER

BARGAINING

DEPRESSION

ACCEPTANCE

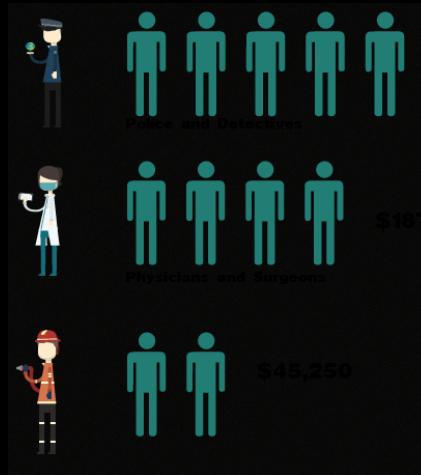
# #5 The Story of Everything



## RUSSIA



## USA



20/80

## AVG Age

PHP 28

C# 31

Delphi 36

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