

Bookmarks or Tabs...How Do They Browse?

TYLER WATSON



Purpose

The goal of this project is to analyze data from the Mozilla Firefox database using SQL and recommend whether the next version of Firefox should focus on support for bookmarks or tabs

We have access to three tables

- Users
- Survey (responses to Beta Background Survey)
- Events (recorded browser events)

Analysis Design

For my analysis, I chose to focus on survey respondents who said they do not use Firefox as their primary browser

- Analyzing the behavior of these users will give us an idea of what feature is used more often by those who don't consider Firefox their primary browser – bookmarks or tabs – and focus on addressing needs related to that feature
- They represent a small portion of survey respondents – why focus on them?
 - Survey responses came mainly from Firefox primary users. This makes sense because people who already use Firefox more than other browsers are more likely to care about future versions of the product and answer voluntary surveys. If this is the case, a higher percentage of total Firefox users do not use it as their primary browser than the self-reported survey leads us to believe. Therefore, effectively analyzing the behavior of these users and making a recommendation that turns them into primary users could have a large impact on user base.

Analysis of Users and Survey Tables

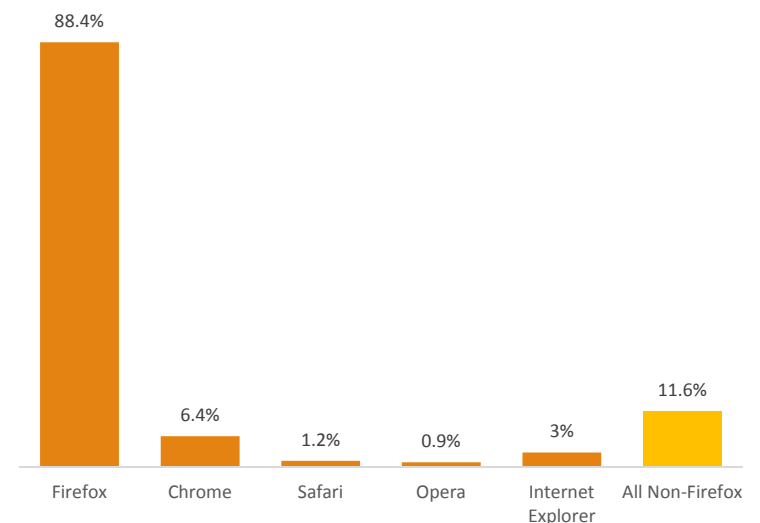
Out of 27,627 Firefox users listed in the Users table, 4,081 completed the survey

- 14.8% of users

8.3% responded to the survey and had an event recorded (used Firefox) during the sample week

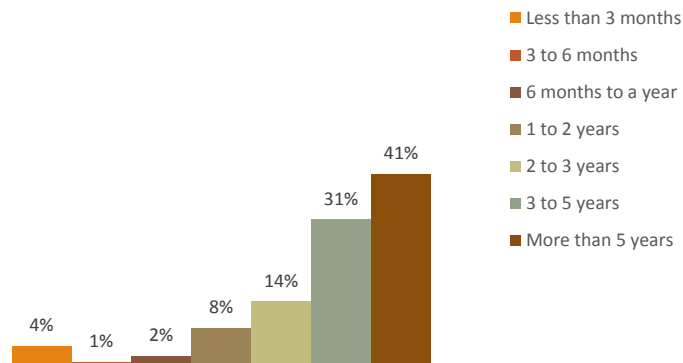
Of these, the vast majority say they use Firefox as their primary browser

Primary Browsers Used by Survey Respondents

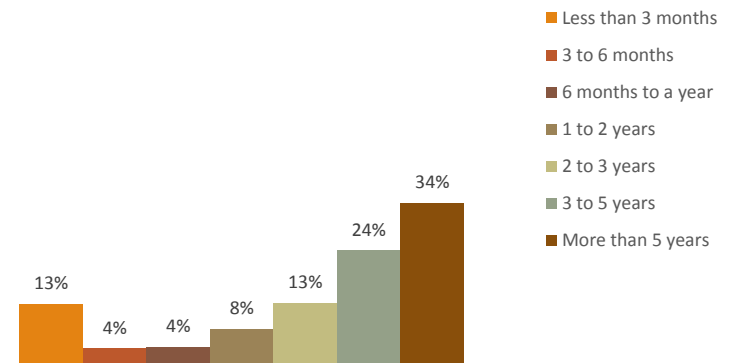


Distribution of Firefox Users by Length of Use

Most respondents who use Firefox as their primary browser have been users for over 3 years



Most respondents who don't use Firefox as their primary browser have also been users for over 3 years

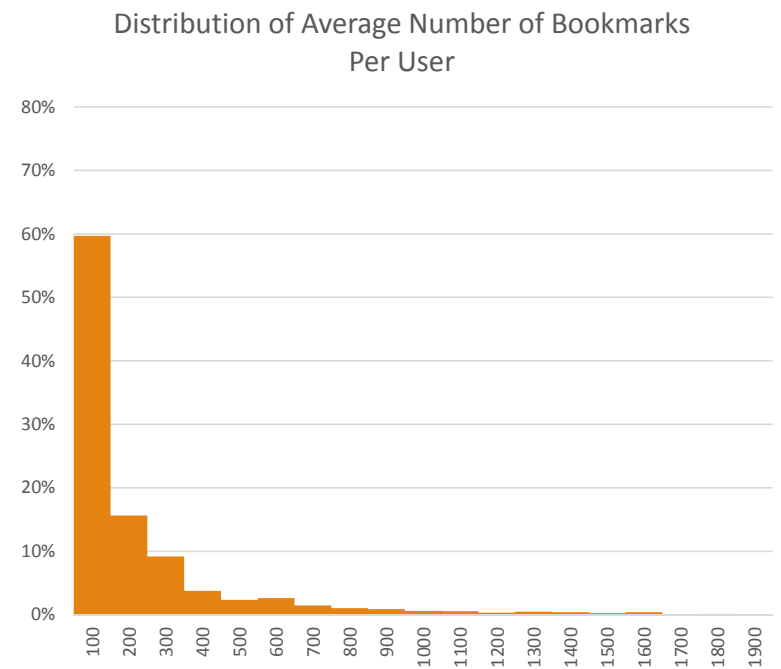


Let's Look at the
Features

Bookmark Usage

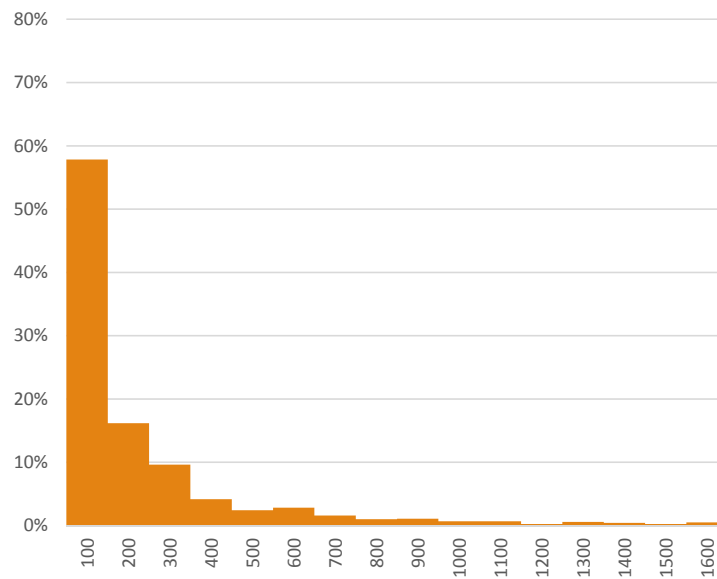
How many bookmarks do Firefox users create on average?

- This uses the average number of bookmarks per user as recorded during every app startup during the sample week covered by the survey

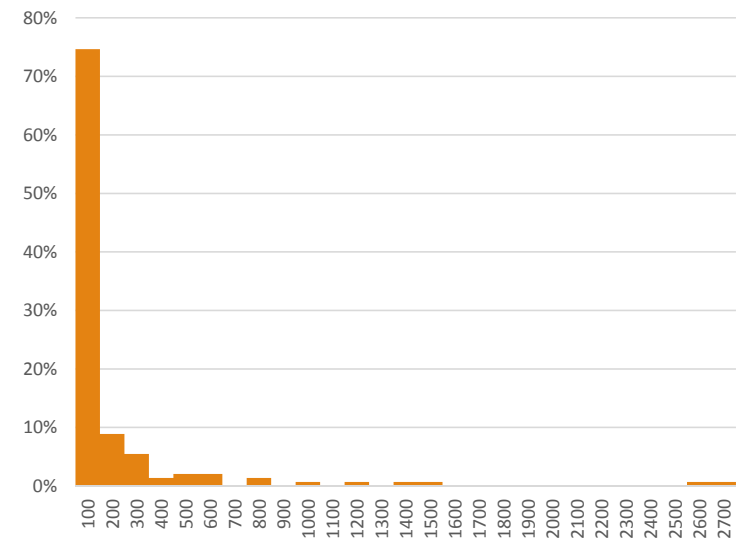


Bookmark Usage by Primary Browser

People using Firefox as their primary browser tend to have less than 100 bookmarks

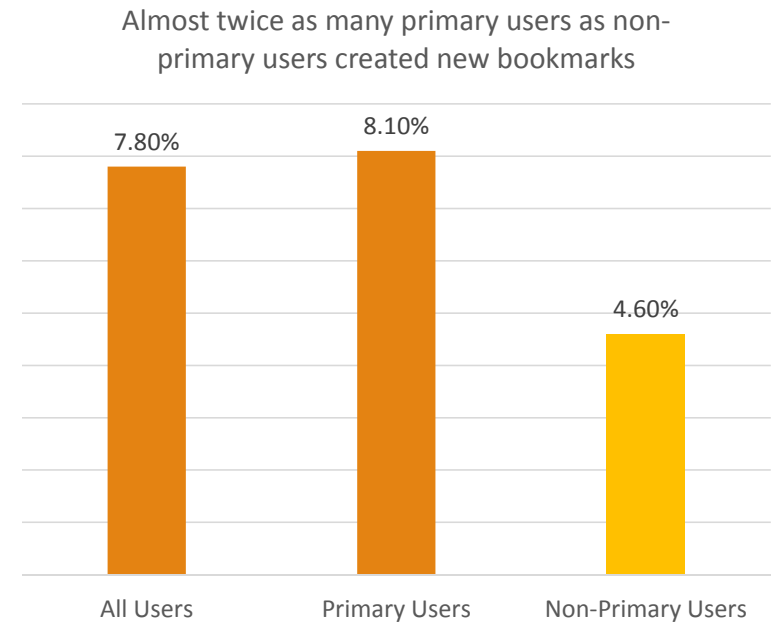


People who don't use Firefox as their primary browser are more likely to have 100 or less bookmarks



Who's Creating New Bookmarks?

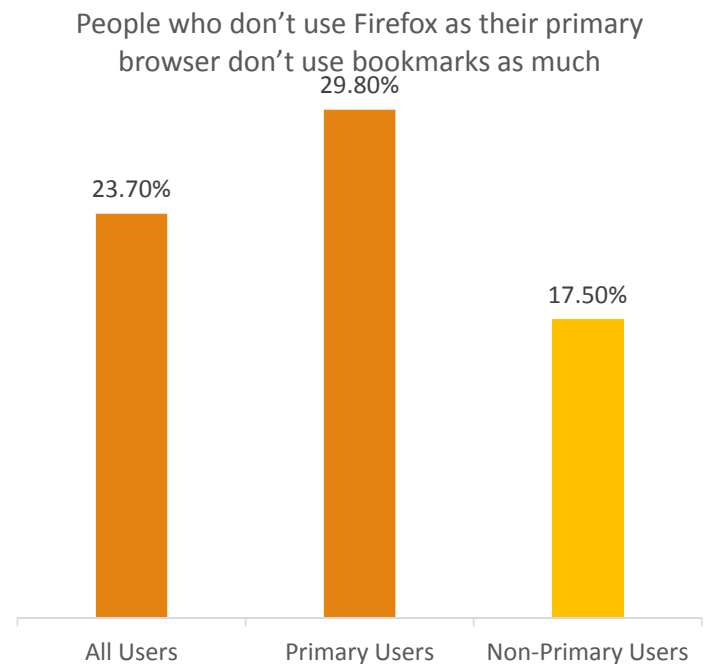
People who consider Firefox to be their primary browser were much more likely than those who don't to create a new bookmark during the sample week covered in the survey



Are People Actually Using All Those Bookmarks?

These average number of bookmarks per user are very high. What percentage of Firefox users actually launched a bookmark during the sample week included in the survey?

These are used quite a bit more by primary users than non-primary users.

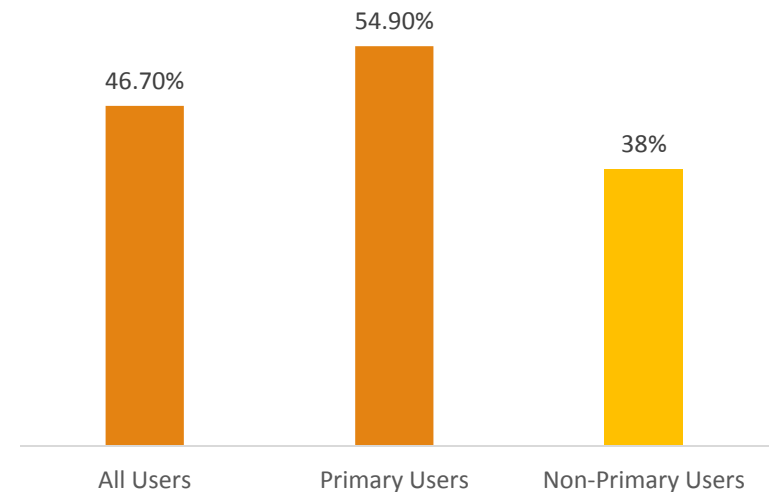


Looking At It Another Way...

This makes sense – people who don't use Firefox as their primary browser were probably less likely to use it during the sample week

- Therefore less likely to be clicking on any bookmarks

People who don't use Firefox as their primary browser are less likely to interact with bookmarks in any way

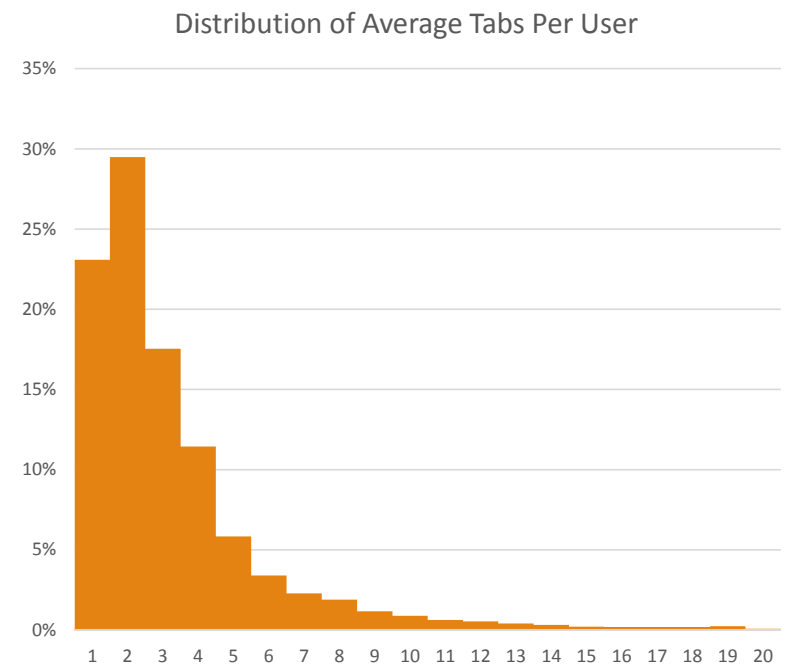


But What's The Deal With Tabs?

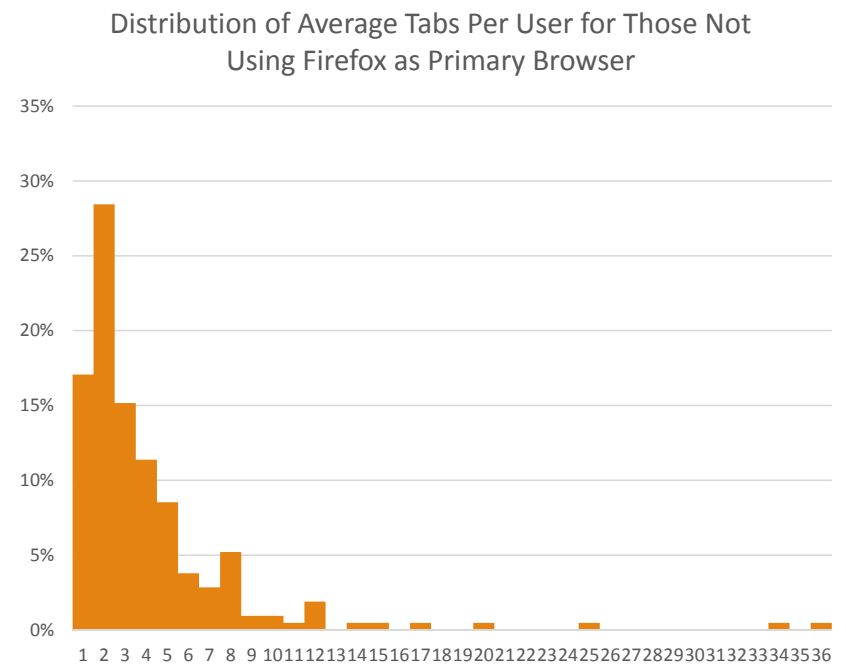
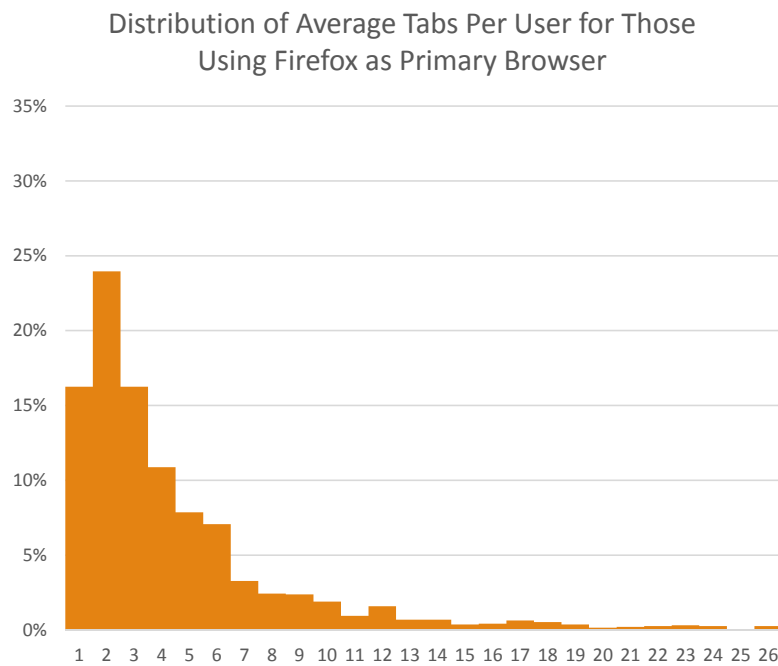
The average number of tabs that Firefox users had open during this sample week was about 7

The most frequent number of tabs (mode) that Firefox users had open was 2

- There was also a large chunk of users who most frequently recorded having 1 tab open



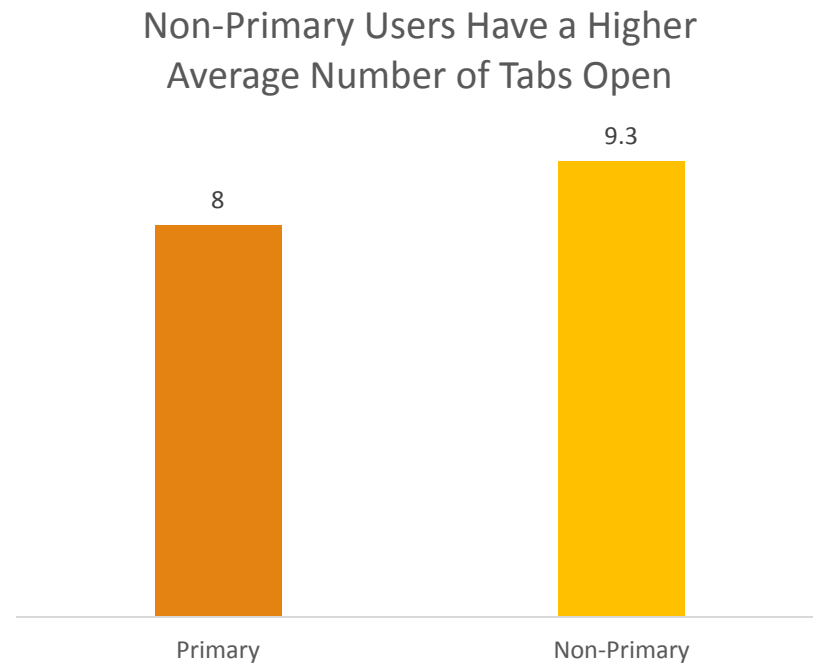
Tab Usage by Primary Browser



How Many Tabs Do People Usually Have Open?

Interesting...there is a substantial difference in the average number of tabs users have open

- Non-primary users like to use them more. This seems like an important bit of information
- What happens if you have more tabs open?

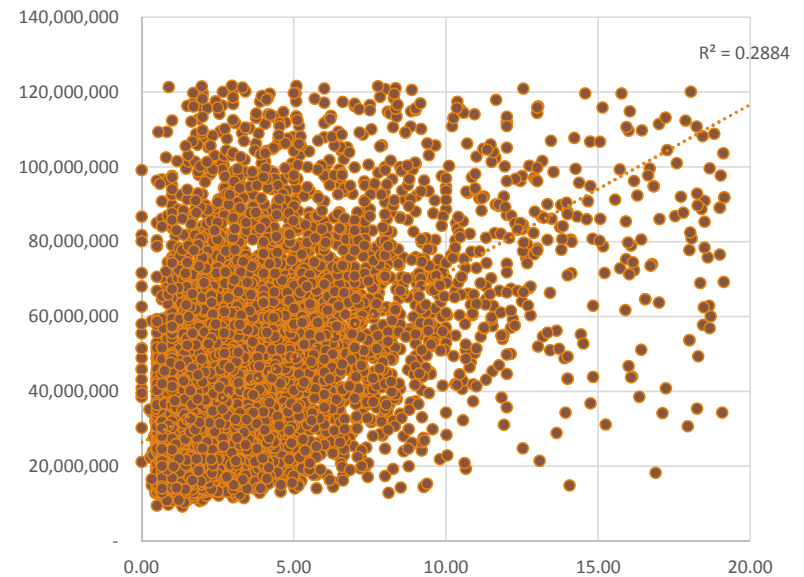


Does Opening Lots of Tabs Have an Impact on Computer Performance?

There IS a correlation between having more tabs open and memory usage (which can impact computer performance)

Since non-primary users have more tabs open on average, this means that people who aren't primary users are more likely to experience issues with computer performance

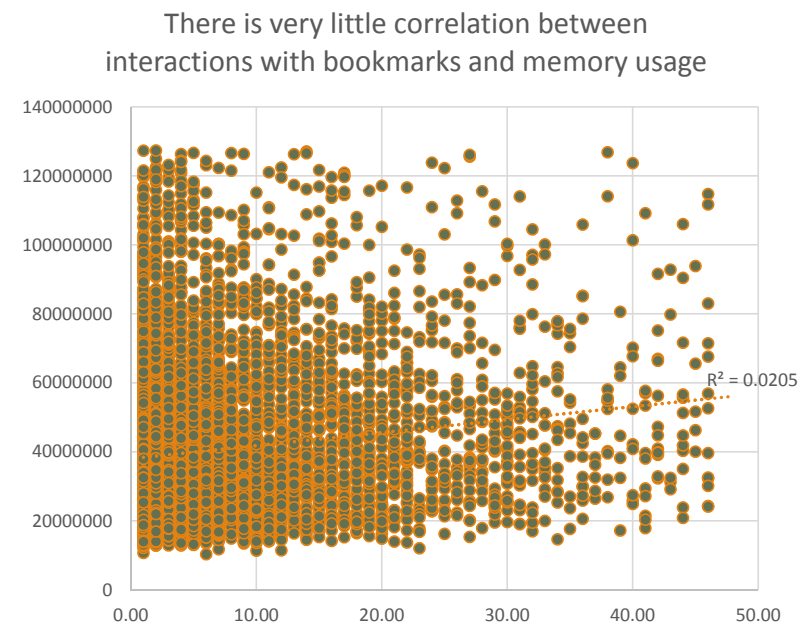
There is a correlation between lots of tabs and high memory usage



How About Interactions with Bookmarks...Do They Impact Memory Usage?

The R squared value is close to zero, indicating that interacting with bookmarks doesn't really impact memory usage

Using lots of tabs will slow down your computer, using lots of bookmarks will not

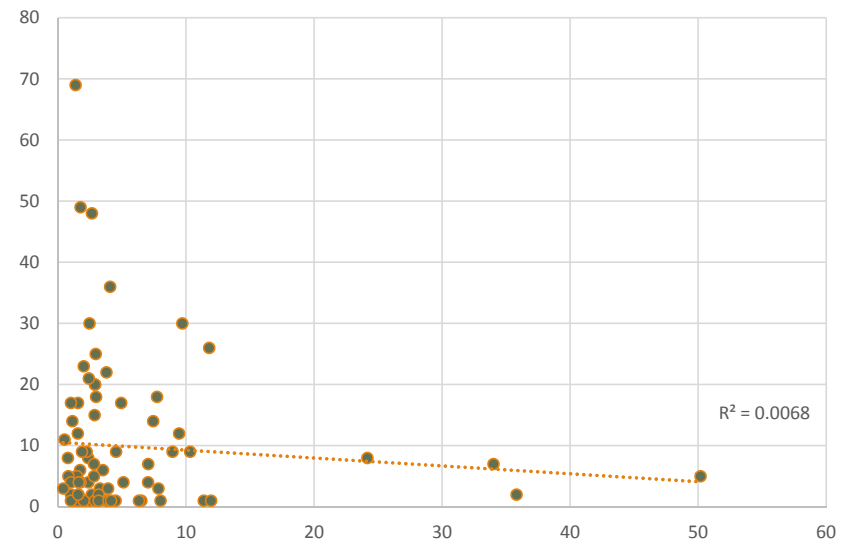


Are Tabs and Bookmarks Connected?

Let's focus on non-primary users since they are our target and we now know they use more tabs on average

- Do the people who use lots of tabs also use more bookmarks?
- There is almost no correlation between the two with non-primary users

With people who don't use Firefox as their primary browser, there is almost no correlation between using lots of tabs and using lots of bookmarks



Recommendations

We have learned that non-primary users are much less likely to interact with and create bookmarks than primary users but that they tend to have more tabs

We have also learned that opening more tabs does correlate with increased memory usage, which slows down computers

Therefore, in order to best serve those who are not currently primary users of Firefox, we should focus on reducing the amount of memory used by opening additional tabs

- This will increase computer performance for non-primary users who, on average, open more tabs