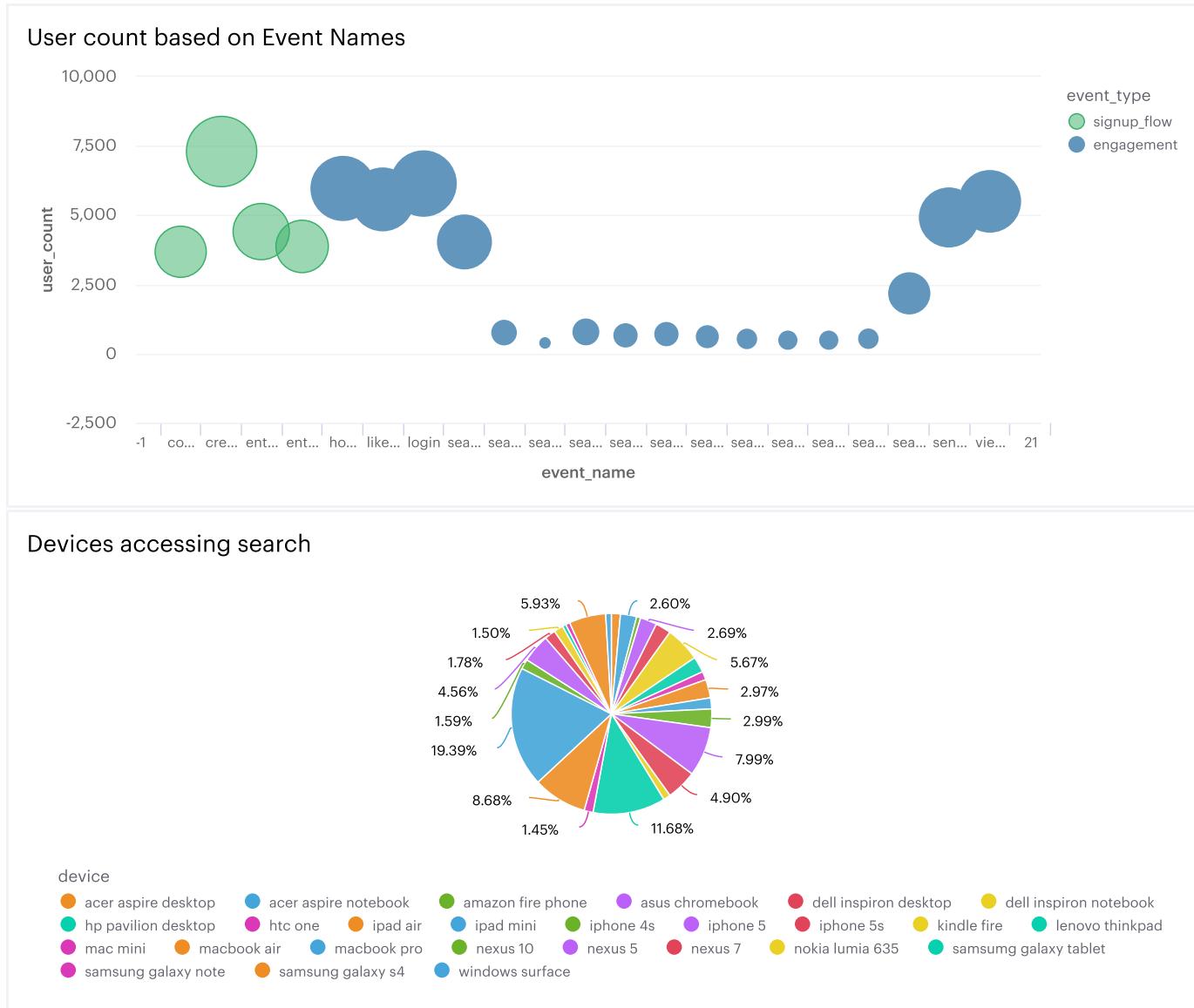


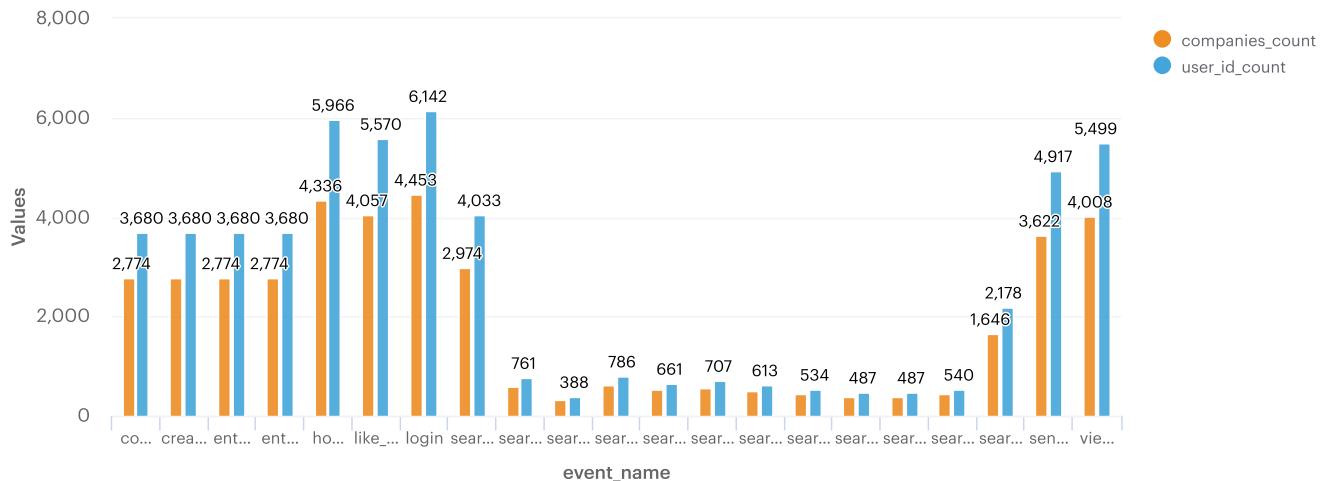
Mode Analytics Case Study

SpringBoard section 5.3



	event_name					
device	search_autocomplete	search_click_result_1	search_click_result_2	search_click_result_3	search_click_result_4	se
acer aspire desktop	284	13	18	14	18	
acer aspire notebook	508	28	35	28	28	
amazon fire phone	114	17	11	4	9	
asus chromebook	463	43	46	32	35	
dell inspiron desktop	500	23	34	21	26	
dell inspiron notebook	1045	74	86	58	74	
hp pavilion desktop	499	35	30	21	27	
htc one	220	14	21	17	13	
ipad air	511	42	46	33	46	
ipad mini	317	19	20	23	21	
iphone 4s	567	36	35	38	29	
iphone 5	1355	125	128	91	111	
iphone 5s	914	66	68	53	63	
kindle fire	222	15	19	14	12	
lenovo thinkpad	1997	174	191	155	142	
mac mini	229	30	32	22	28	
macbook air	1493	137	134	89	101	
macbook pro	3416	281	292	224	263	
nexus 5	781	68	77	61	51	
nexus 7	386	16	19	20	14	
nexus 10	216	24	35	27	24	
nokia lumia 635	338	16	12	14	17	
samsung galaxy tablet	111	9	4	7	8	
samsung galaxy note	134	8	6	4	7	
samsung galaxy s4	1030	88	91	54	82	
windows surface	170	12	9	10	15	
Totals	17820	1413	1499	1134	1264	

Users/Companies using the various services



Query 1

	event_type	event_name	user_count
1	engagement	login	6142
2	engagement	home_page	5966
3	engagement	like_message	5570
4	engagement	view_inbox	5499
5	engagement	send_message	4917
6	engagement	search_autocomplete	4033
7	engagement	search_run	2178
8	engagement	search_click_result_2	786
9	engagement	search_click_result_1	761
10	engagement	search_click_result_4	707
11	engagement	search_click_result_3	661
12	engagement	search_click_result_5	613
13	engagement	search_click_result_9	540
14	engagement	search_click_result_6	534
15	engagement	search_click_result_7	487
16	engagement	search_click_result_8	487
17	engagement	search_click_result_10	388
18	signup_flow	create_user	7298
19	signup_flow	enter_email	4407
20	signup_flow	enter_info	3872
21	signup_flow	complete_signup	3680

Query 2

	event_type	event_name	device	device_count
1	engagement	search_autocomplete	macbook pro	3416
2	engagement	search_autocomplete	lenovo thinkpad	1997
3	engagement	search_autocomplete	macbook air	1493

4	engagement	search_autocomplete	iphone 5	1355
5	engagement	search_autocomplete	dell inspiron notebook	1045
6	engagement	search_autocomplete	samsung galaxy s4	1030
7	engagement	search_autocomplete	iphone 5s	914
8	engagement	search_autocomplete	nexus 5	781
9	engagement	search_autocomplete	iphone 4s	567
10	engagement	search_autocomplete	ipad air	511
11	engagement	search_autocomplete	acer aspire notebook	508
12	engagement	search_autocomplete	dell inspiron desktop	500
13	engagement	search_autocomplete	hp pavilion desktop	499
14	engagement	search_autocomplete	asus chromebook	463
15	engagement	search_autocomplete	nexus 7	386
16	engagement	search_autocomplete	nokia lumia 635	338
17	engagement	search_autocomplete	ipad mini	317
18	engagement	search_autocomplete	acer aspire desktop	284
19	engagement	search_autocomplete	mac mini	229
20	engagement	search_autocomplete	kindle fire	222
21	engagement	search_autocomplete	htc one	220
22	engagement	search_autocomplete	nexus 10	216
23	engagement	search_autocomplete	windows surface	170
24	engagement	search_autocomplete	samsung galaxy note	134
25	engagement	search_autocomplete	amazon fire phone	114
26	engagement	search_autocomplete	samsung galaxy tablet	111
27	engagement	search_click_result_1	macbook pro	281
28	engagement	search_click_result_1	lenovo thinkpad	174
29	engagement	search_click_result_1	macbook air	137
30	engagement	search_click_result_1	iphone 5	125
31	engagement	search_click_result_1	samsung galaxy s4	88
32	engagement	search_click_result_1	dell inspiron notebook	74
33	engagement	search_click_result_1	nexus 5	68
34	engagement	search_click_result_1	iphone 5s	66
35	engagement	search_click_result_1	asus chromebook	43
36	engagement	search_click_result_1	ipad air	42
37	engagement	search_click_result_1	iphone 4s	36
38	engagement	search_click_result_1	hp pavilion desktop	35
39	engagement	search_click_result_1	mac mini	30
40	engagement	search_click_result_1	acer aspire notebook	28
41	engagement	search_click_result_1	nexus 10	24
42	engagement	search_click_result_1	dell inspiron desktop	23
43	engagement	search_click_result_1	ipad mini	19
44	engagement	search_click_result_1	amazon fire phone	17
45	engagement	search_click_result_1	nokia lumia 635	16
46	engagement	search_click_result_1	nexus 7	16
47	engagement	search_click_result_1	kindle fire	15
48	engagement	search_click_result_1	htc one	14
49	engagement	search_click_result_1	acer aspire desktop	13

50	engagement	search_click_result_1	windows surface	12
51	engagement	search_click_result_1	samsung galaxy tablet	9
52	engagement	search_click_result_1	samsung galaxy note	8
53	engagement	search_click_result_10	macbook pro	80
54	engagement	search_click_result_10	lenovo thinkpad	67
55	engagement	search_click_result_10	macbook air	47
56	engagement	search_click_result_10	nexus 5	40
57	engagement	search_click_result_10	iphone 5	40
58	engagement	search_click_result_10	dell inspiron notebook	31
59	engagement	search_click_result_10	samsung galaxy s4	27
60	engagement	search_click_result_10	hp pavilion desktop	19
61	engagement	search_click_result_10	dell inspiron desktop	17
62	engagement	search_click_result_10	ipad air	16
63	engagement	search_click_result_10	asus chromebook	16
64	engagement	search_click_result_10	iphone 5s	13
65	engagement	search_click_result_10	mac mini	12
66	engagement	search_click_result_10	acer aspire notebook	12
67	engagement	search_click_result_10	ipad mini	11
68	engagement	search_click_result_10	iphone 4s	9
69	engagement	search_click_result_10	nexus 10	7
70	engagement	search_click_result_10	amazon fire phone	7
71	engagement	search_click_result_10	acer aspire desktop	6
72	engagement	search_click_result_10	htc one	6
73	engagement	search_click_result_10	kindle fire	6
74	engagement	search_click_result_10	windows surface	6
75	engagement	search_click_result_10	nexus 7	4
76	engagement	search_click_result_10	nokia lumia 635	4
77	engagement	search_click_result_10	samsung galaxy tablet	2
78	engagement	search_click_result_10	samsung galaxy note	1
79	engagement	search_click_result_2	macbook pro	292
80	engagement	search_click_result_2	lenovo thinkpad	191
81	engagement	search_click_result_2	macbook air	134
82	engagement	search_click_result_2	iphone 5	128
83	engagement	search_click_result_2	samsung galaxy s4	91
84	engagement	search_click_result_2	dell inspiron notebook	86
85	engagement	search_click_result_2	nexus 5	77
86	engagement	search_click_result_2	iphone 5s	68
87	engagement	search_click_result_2	ipad air	46
88	engagement	search_click_result_2	asus chromebook	46
89	engagement	search_click_result_2	nexus 10	35
90	engagement	search_click_result_2	acer aspire notebook	35
91	engagement	search_click_result_2	iphone 4s	35
92	engagement	search_click_result_2	dell inspiron desktop	34
93	engagement	search_click_result_2	mac mini	32
94	engagement	search_click_result_2	hp pavilion desktop	30
95	engagement	search_click_result_2	htc one	21

96	engagement	search_click_result_2	ipad mini	20
97	engagement	search_click_result_2	nexus 7	19
98	engagement	search_click_result_2	kindle fire	19
99	engagement	search_click_result_2	acer aspire desktop	18
100	engagement	search_click_result_2	nokia lumia 635	12
101	engagement	search_click_result_2	amazon fire phone	11
102	engagement	search_click_result_2	windows surface	9
103	engagement	search_click_result_2	samsung galaxy note	6
104	engagement	search_click_result_2	samsung galaxy tablet	4
105	engagement	search_click_result_3	macbook pro	224
106	engagement	search_click_result_3	lenovo thinkpad	155
107	engagement	search_click_result_3	iphone 5	91
108	engagement	search_click_result_3	macbook air	89
109	engagement	search_click_result_3	nexus 5	61
110	engagement	search_click_result_3	dell inspiron notebook	58
111	engagement	search_click_result_3	samsung galaxy s4	54
112	engagement	search_click_result_3	iphone 5s	53
113	engagement	search_click_result_3	iphone 4s	38
114	engagement	search_click_result_3	ipad air	33
115	engagement	search_click_result_3	asus chromebook	32
116	engagement	search_click_result_3	acer aspire notebook	28
117	engagement	search_click_result_3	nexus 10	27
118	engagement	search_click_result_3	ipad mini	23
119	engagement	search_click_result_3	mac mini	22
120	engagement	search_click_result_3	hp pavilion desktop	21
121	engagement	search_click_result_3	dell inspiron desktop	21
122	engagement	search_click_result_3	nexus 7	20
123	engagement	search_click_result_3	htc one	17
124	engagement	search_click_result_3	kindle fire	14
125	engagement	search_click_result_3	nokia lumia 635	14
126	engagement	search_click_result_3	acer aspire desktop	14
127	engagement	search_click_result_3	windows surface	10
128	engagement	search_click_result_3	samsung galaxy tablet	7
129	engagement	search_click_result_3	samsung galaxy note	4
130	engagement	search_click_result_3	amazon fire phone	4
131	engagement	search_click_result_4	macbook pro	263
132	engagement	search_click_result_4	lenovo thinkpad	142
133	engagement	search_click_result_4	iphone 5	111
134	engagement	search_click_result_4	macbook air	101
135	engagement	search_click_result_4	samsung galaxy s4	82
136	engagement	search_click_result_4	dell inspiron notebook	74
137	engagement	search_click_result_4	iphone 5s	63
138	engagement	search_click_result_4	nexus 5	51
139	engagement	search_click_result_4	ipad air	46
140	engagement	search_click_result_4	asus chromebook	35
141	engagement	search_click_result_4	iphone 4s	29

142	engagement	search_click_result_4	mac mini	28
143	engagement	search_click_result_4	acer aspire notebook	28
144	engagement	search_click_result_4	hp pavilion desktop	27
145	engagement	search_click_result_4	dell inspiron desktop	26
146	engagement	search_click_result_4	nexus 10	24
147	engagement	search_click_result_4	ipad mini	21
148	engagement	search_click_result_4	acer aspire desktop	18
149	engagement	search_click_result_4	nokia lumia 635	17
150	engagement	search_click_result_4	windows surface	15
151	engagement	search_click_result_4	nexus 7	14
152	engagement	search_click_result_4	htc one	13
153	engagement	search_click_result_4	kindle fire	12
154	engagement	search_click_result_4	amazon fire phone	9
155	engagement	search_click_result_4	samsung galaxy tablet	8
156	engagement	search_click_result_4	samsung galaxy note	7
157	engagement	search_click_result_5	macbook pro	195
158	engagement	search_click_result_5	lenovo thinkpad	114
159	engagement	search_click_result_5	iphone 5	82
160	engagement	search_click_result_5	macbook air	78
161	engagement	search_click_result_5	samsung galaxy s4	59
162	engagement	search_click_result_5	dell inspiron notebook	54
163	engagement	search_click_result_5	nexus 5	49
164	engagement	search_click_result_5	iphone 5s	44
165	engagement	search_click_result_5	asus chromebook	33
166	engagement	search_click_result_5	acer aspire notebook	32
167	engagement	search_click_result_5	iphone 4s	29
168	engagement	search_click_result_5	ipad air	28
169	engagement	search_click_result_5	hp pavilion desktop	24
170	engagement	search_click_result_5	dell inspiron desktop	19
171	engagement	search_click_result_5	nexus 10	18
172	engagement	search_click_result_5	ipad mini	15
173	engagement	search_click_result_5	htc one	14
174	engagement	search_click_result_5	windows surface	13
175	engagement	search_click_result_5	mac mini	11
176	engagement	search_click_result_5	nokia lumia 635	11
177	engagement	search_click_result_5	nexus 7	10
178	engagement	search_click_result_5	kindle fire	10
179	engagement	search_click_result_5	acer aspire desktop	9
180	engagement	search_click_result_5	amazon fire phone	8
181	engagement	search_click_result_5	samsung galaxy tablet	5
182	engagement	search_click_result_5	samsung galaxy note	4
183	engagement	search_click_result_6	macbook pro	164
184	engagement	search_click_result_6	lenovo thinkpad	104
185	engagement	search_click_result_6	macbook air	82
186	engagement	search_click_result_6	iphone 5	75
187	engagement	search_click_result_6	samsung galaxy s4	46

188	engagement	search_click_result_6	iphone 5s	45
189	engagement	search_click_result_6	dell inspiron notebook	40
190	engagement	search_click_result_6	ipad air	25
191	engagement	search_click_result_6	nexus 5	25
192	engagement	search_click_result_6	acer aspire notebook	21
193	engagement	search_click_result_6	ipad mini	20
194	engagement	search_click_result_6	asus chromebook	20
195	engagement	search_click_result_6	iphone 4s	16
196	engagement	search_click_result_6	mac mini	15
197	engagement	search_click_result_6	nexus 10	14
198	engagement	search_click_result_6	htc one	14
199	engagement	search_click_result_6	dell inspiron desktop	13
200	engagement	search_click_result_6	nexus 7	12
201	engagement	search_click_result_6	hp pavilion desktop	11
202	engagement	search_click_result_6	nokia lumia 635	9
203	engagement	search_click_result_6	acer aspire desktop	9
204	engagement	search_click_result_6	windows surface	8
205	engagement	search_click_result_6	kindle fire	7
206	engagement	search_click_result_6	amazon fire phone	6
207	engagement	search_click_result_6	samsung galaxy tablet	4
208	engagement	search_click_result_7	macbook pro	142
209	engagement	search_click_result_7	lenovo thinkpad	78
210	engagement	search_click_result_7	iphone 5	61
211	engagement	search_click_result_7	macbook air	51
212	engagement	search_click_result_7	samsung galaxy s4	42
213	engagement	search_click_result_7	nexus 5	42
214	engagement	search_click_result_7	iphone 5s	35
215	engagement	search_click_result_7	iphone 4s	29
216	engagement	search_click_result_7	dell inspiron notebook	26
217	engagement	search_click_result_7	ipad air	22
218	engagement	search_click_result_7	asus chromebook	20
219	engagement	search_click_result_7	hp pavilion desktop	18
220	engagement	search_click_result_7	acer aspire notebook	18
221	engagement	search_click_result_7	kindle fire	17
222	engagement	search_click_result_7	ipad mini	16
223	engagement	search_click_result_7	mac mini	15
224	engagement	search_click_result_7	nexus 10	12
225	engagement	search_click_result_7	htc one	12
226	engagement	search_click_result_7	dell inspiron desktop	12
227	engagement	search_click_result_7	acer aspire desktop	11
228	engagement	search_click_result_7	nexus 7	10
229	engagement	search_click_result_7	nokia lumia 635	9
230	engagement	search_click_result_7	amazon fire phone	5
231	engagement	search_click_result_7	windows surface	3
232	engagement	search_click_result_7	samsung galaxy tablet	2
233	engagement	search_click_result_7	samsung galaxy note	1

234	engagement	search_click_result_8	macbook pro	140
235	engagement	search_click_result_8	lenovo thinkpad	82
236	engagement	search_click_result_8	macbook air	63
237	engagement	search_click_result_8	iphone 5	54
238	engagement	search_click_result_8	samsung galaxy s4	44
239	engagement	search_click_result_8	iphone 5s	41
240	engagement	search_click_result_8	dell inspiron notebook	37
241	engagement	search_click_result_8	iphone 4s	25
242	engagement	search_click_result_8	ipad air	25
243	engagement	search_click_result_8	nexus 5	24
244	engagement	search_click_result_8	asus chromebook	17
245	engagement	search_click_result_8	dell inspiron desktop	16
246	engagement	search_click_result_8	hp pavilion desktop	16
247	engagement	search_click_result_8	nexus 10	16
248	engagement	search_click_result_8	acer aspire notebook	12
249	engagement	search_click_result_8	kindle fire	12
250	engagement	search_click_result_8	acer aspire desktop	12
251	engagement	search_click_result_8	ipad mini	11
252	engagement	search_click_result_8	htc one	9
253	engagement	search_click_result_8	mac mini	9
254	engagement	search_click_result_8	nexus 7	9
255	engagement	search_click_result_8	samsumg galaxy tablet	5
256	engagement	search_click_result_8	nokia lumia 635	4
257	engagement	search_click_result_8	windows surface	3
258	engagement	search_click_result_8	amazon fire phone	2
259	engagement	search_click_result_8	samsung galaxy note	2
260	engagement	search_click_result_9	macbook pro	147
261	engagement	search_click_result_9	lenovo thinkpad	86
262	engagement	search_click_result_9	macbook air	82
263	engagement	search_click_result_9	iphone 5	62
264	engagement	search_click_result_9	samsung galaxy s4	56
265	engagement	search_click_result_9	iphone 5s	39
266	engagement	search_click_result_9	dell inspiron notebook	38
267	engagement	search_click_result_9	asus chromebook	30
268	engagement	search_click_result_9	iphone 4s	28
269	engagement	search_click_result_9	nexus 5	27
270	engagement	search_click_result_9	acer aspire notebook	22
271	engagement	search_click_result_9	nexus 10	21
272	engagement	search_click_result_9	dell inspiron desktop	20
273	engagement	search_click_result_9	ipad air	19
274	engagement	search_click_result_9	htc one	16
275	engagement	search_click_result_9	mac mini	13
276	engagement	search_click_result_9	kindle fire	13
277	engagement	search_click_result_9	nokia lumia 635	10
278	engagement	search_click_result_9	ipad mini	10
279	engagement	search_click_result_9	hp pavilion desktop	9

280	engagement	search_click_result_9	amazon fire phone	8
281	engagement	search_click_result_9	nexus 7	8
282	engagement	search_click_result_9	acer aspire desktop	7
283	engagement	search_click_result_9	windows surface	5
284	engagement	search_click_result_9	samsung galaxy note	4
285	engagement	search_click_result_9	samsumg galaxy tablet	4
286	engagement	search_run	macbook pro	2532
287	engagement	search_run	lenovo thinkpad	1552
288	engagement	search_run	macbook air	1170
289	engagement	search_run	iphone 5	1061
290	engagement	search_run	samsung galaxy s4	791
291	engagement	search_run	dell inspiron notebook	741
292	engagement	search_run	iphone 5s	610
293	engagement	search_run	nexus 5	606
294	engagement	search_run	ipad air	395
295	engagement	search_run	iphone 4s	372
296	engagement	search_run	asus chromebook	338
297	engagement	search_run	hp pavilion desktop	326
298	engagement	search_run	acer aspire notebook	313
299	engagement	search_run	dell inspiron desktop	311
300	engagement	search_run	ipad mini	239
301	engagement	search_run	nexus 10	232
302	engagement	search_run	nexus 7	213
303	engagement	search_run	htc one	193
304	engagement	search_run	acer aspire desktop	189
305	engagement	search_run	mac mini	173
306	engagement	search_run	nokia lumia 635	167
307	engagement	search_run	kindle fire	130
308	engagement	search_run	windows surface	114
309	engagement	search_run	samsung galaxy note	107
310	engagement	search_run	amazon fire phone	74
311	engagement	search_run	samsumg galaxy tablet	70

Query 3

	user_id_count	companies_count	state	event_type	event_name
1	5966	4336	active	engagement	home_page
2	5570	4057	active	engagement	like_message
3	6142	4453	active	engagement	login
4	4033	2974	active	engagement	search_autocomplete
5	761	600	active	engagement	search_click_result_1
6	388	314	active	engagement	search_click_result_10
7	786	634	active	engagement	search_click_result_2
8	661	521	active	engagement	search_click_result_3
9	707	563	active	engagement	search_click_result_4
10	613	494	active	engagement	search_click_result_5
11	534	434	active	engagement	search_click_result_6
12	487	387	active	engagement	search_click_result_7
13	487	396	active	engagement	search_click_result_8
14	540	435	active	engagement	search_click_result_9
15	2178	1646	active	engagement	search_run
16	4917	3622	active	engagement	send_message
17	5499	4008	active	engagement	view_inbox
18	3680	2774	active	signup_flow	complete_signup
19	3680	2774	active	signup_flow	create_user
20	3680	2774	active	signup_flow	enter_email
21	3680	2774	active	signup_flow	enter_info