

# February 2022 Wikimedia movement metrics



**WIKIMEDIA**  
FOUNDATION

# 2021 Data loss impacted global pageviews

In June of 2021, a caching node in one of the US data centers **stopped collecting traffic data**. In November of 2021, an additional 2 nodes in a second US data center were affected.<sup>1</sup>

We estimate this resulted in **underreporting global pageviews** by **2 to 4%** between 4 June and 3 November, and by **5 to 8%** between 4 November and 27 January.

Because both data centers are in the US, **pageview data for the US and other countries that mainly reach us through those datacenters was impacted**.<sup>2</sup>

1. [T300164](#) “Some varnishkafka instances dropped traffic for a long time due to the wrong version of the package installed.”
2. The impact on reported Pageviews will be even greater for the US, and less for countries not reaching us through those datacenters. See next section.

# Data loss

The data clusters that went down in June and again in November **had a more significant impact** on US traffic than we saw on Global traffic.

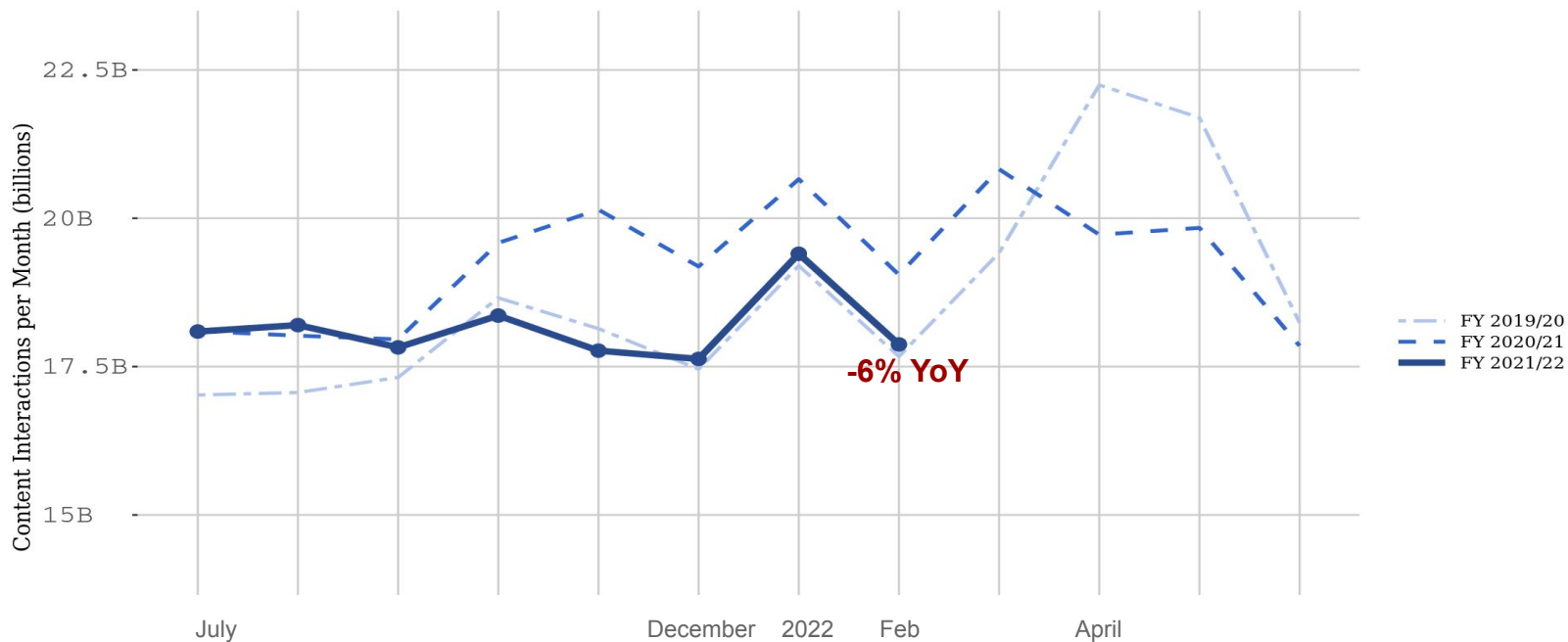
We estimate this resulted in **underreporting U.S. pageviews** by **5 to 9%** between 4 June and 3 November, and **15 to 21%** between 4 November and 27 January.

This data loss impacted fundraising's measurement of **impressions** in the US during the major fundraising campaign season.

1. The impact on reported Pageviews is greater for the US, and less for countries not reaching us through those datacenters.

# February Metrics Summary: Content Interactions

Content interactions : 17.9B



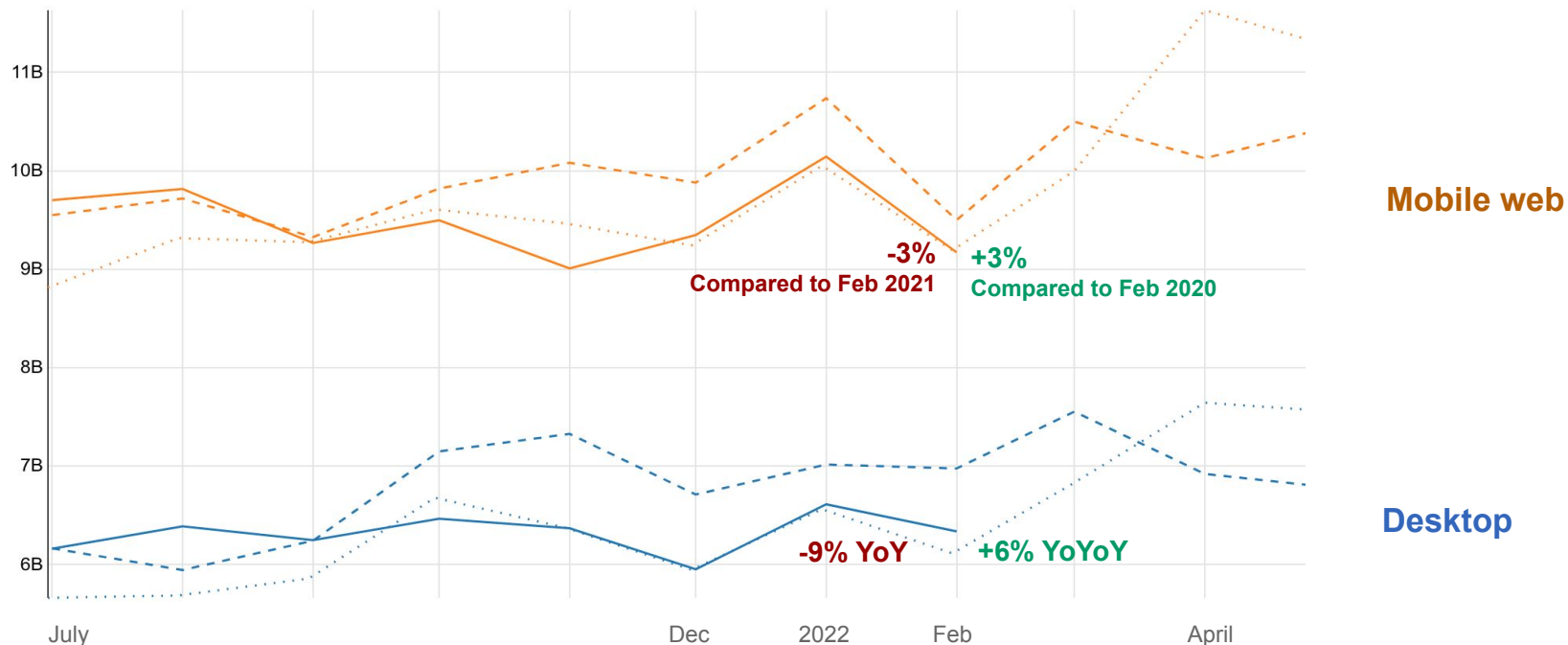
Not corrected for data loss from June to Feb

Explore [Content Metrics](#), [Readers Metrics](#) and [Editors Metrics](#) in Superset. Monthly aggregates are also available in Sheets: [Editors & Content](#) and [Readers](#).

For metric definitions, see the [Product data glossary](#). For questions: [#product-analytics](#) or [email](#)

# February Metrics Summary: Pageviews

Desktop pageviews (6.4B) Mobile web pageviews (9.4B)

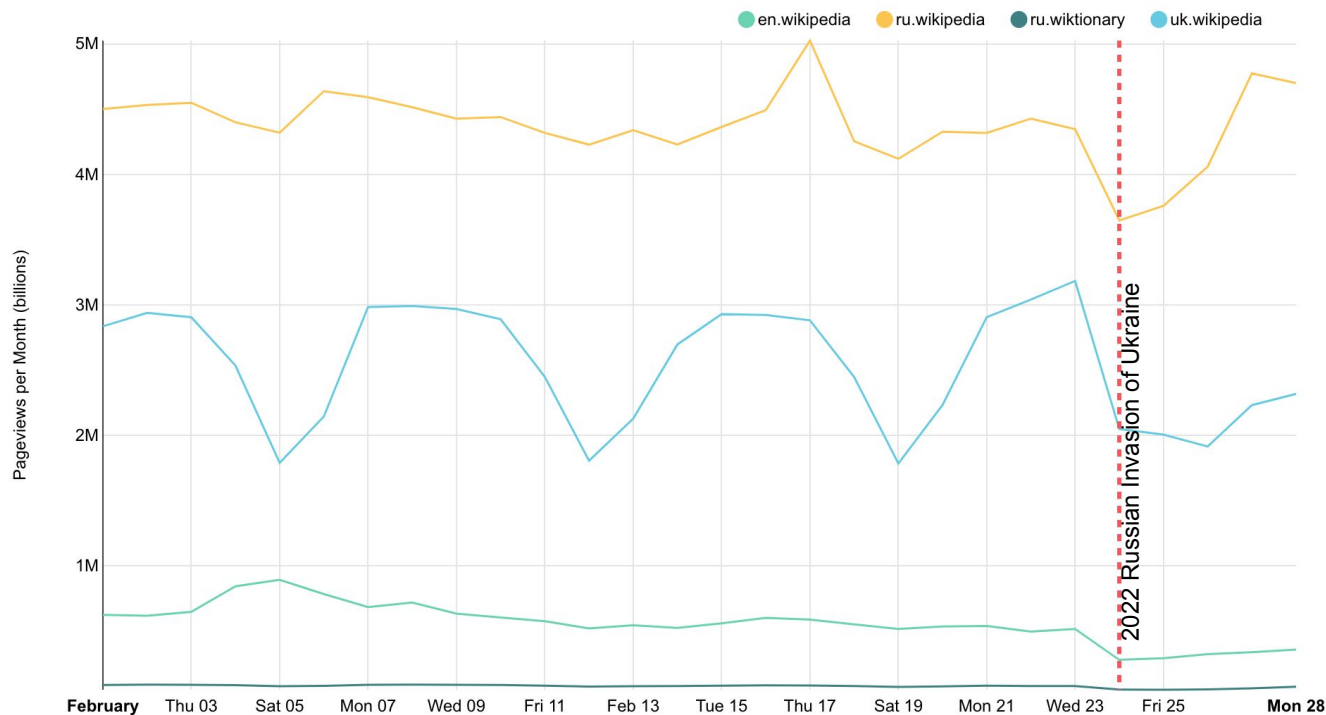


Not corrected for data loss from June to Feb

Explore [Content Metrics](#), [Readers Metrics](#) and [Editors Metrics](#) in Superset. Monthly aggregates are also available in Sheets: [Editors & Content](#) and [Readers](#).

For metric definitions, see the [Product data glossary](#). For questions: [#product-analytics](#) or [email](#)

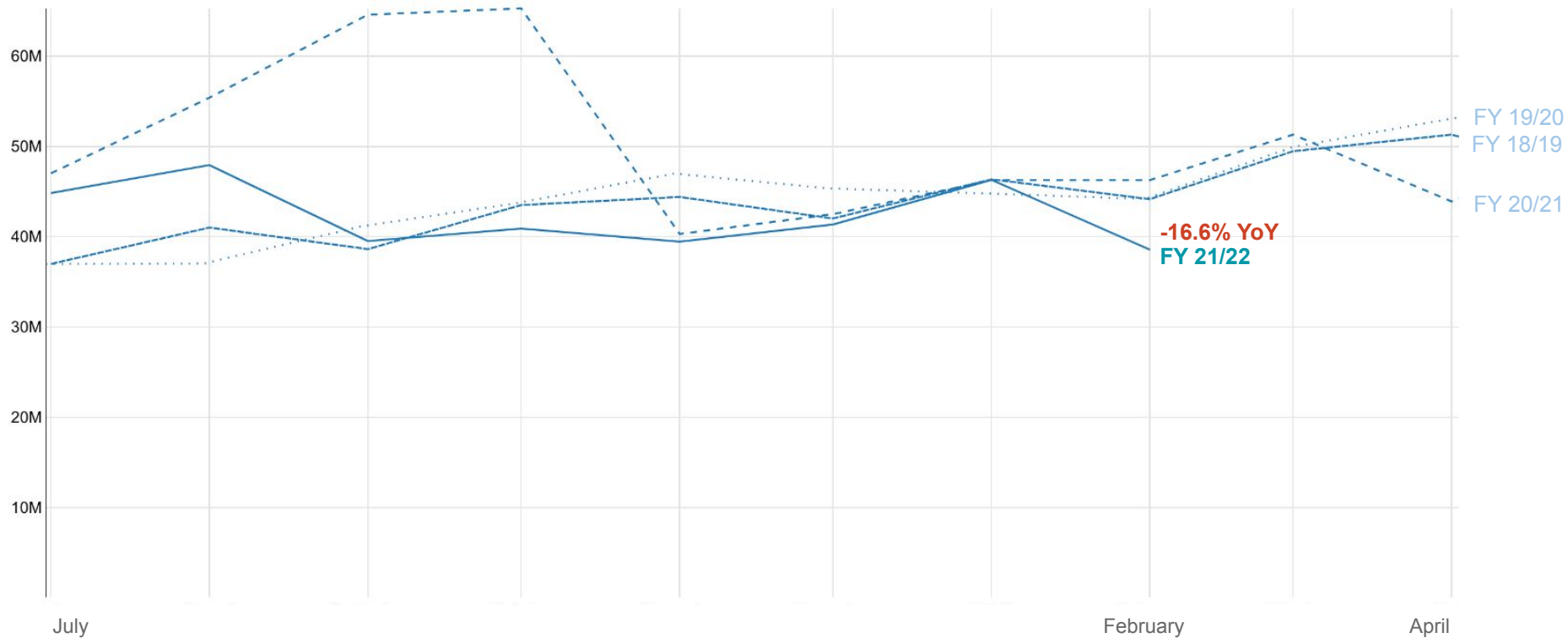
# Daily Pageviews from Ukraine



Explore [Content Metrics](#), [Readers Metrics](#) and [Editors Metrics](#) in Superset. Monthly aggregates are also available in Sheets: [Editors & Content](#) and [Readers](#). For metric definitions, see the [Product data glossary](#). For questions: [#product-analytics](#) or [email](#)

# February Metrics Summary for Product People Managers

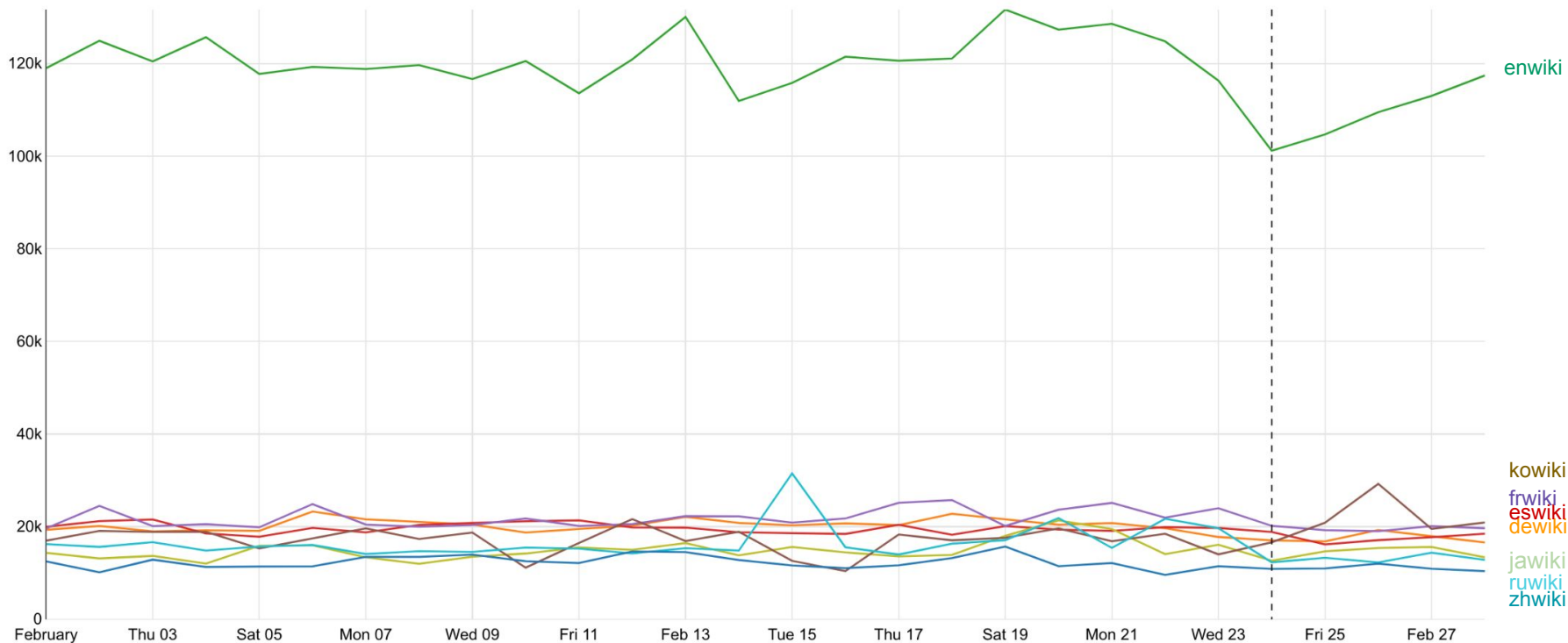
Total edits



Explore [Content Metrics](#), [Readers Metrics](#) and [Editors Metrics](#) in Superset. Monthly aggregates are also available in Sheets: [Editors & Content](#) and [Readers](#). For metric definitions, see the [Product data glossary](#). For questions: [#product-analytics](#) or [email](#)

# February Metrics Summary for Product People Managers

Total edits, by day, annotated with the Ukraine Invasion on 2/24



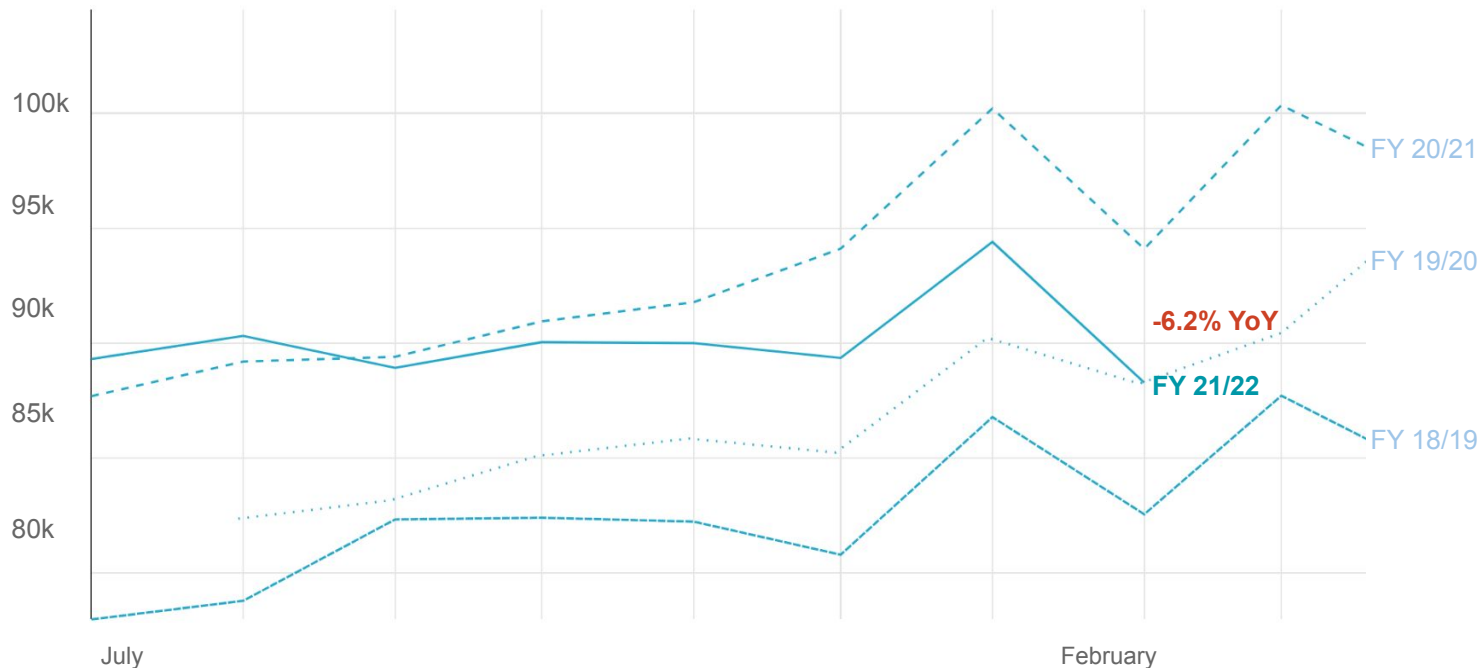
Explore [Content Metrics](#), [Readers Metrics](#) and [Editors Metrics](#) in Superset. Monthly aggregates are also available in Sheets: [Editors & Content](#) and [Readers](#).

For metric definitions, see the [Product data glossary](#). For questions: [#product-analytics](#) or [email](#)



# February Metrics Summary for Product People Managers

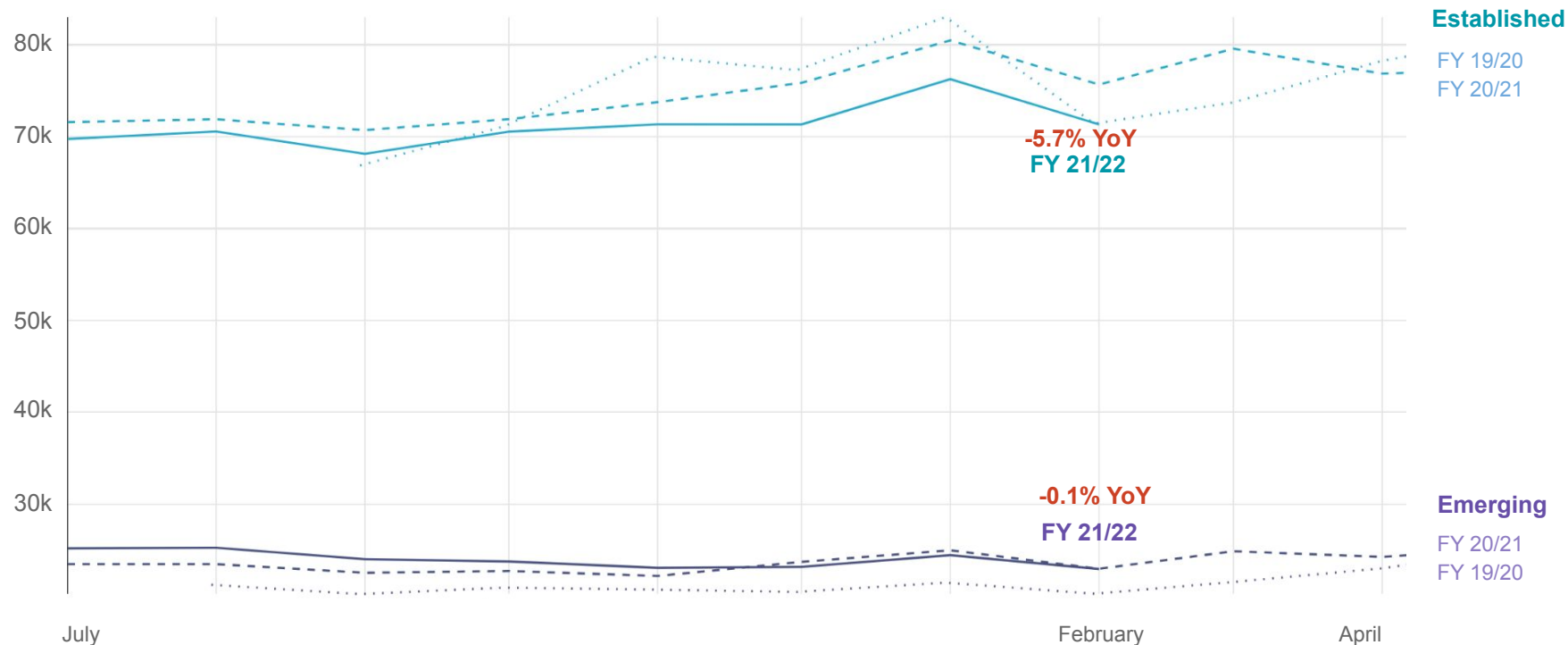
Active Editors



Explore [Content Metrics](#), [Readers Metrics](#) and [Editors Metrics](#) in Superset. Monthly aggregates are also available in Sheets: [Editors & Content](#) and [Readers](#). For metric definitions, see the [Product data glossary](#). For questions: [#product-analytics](#) or [email](#)

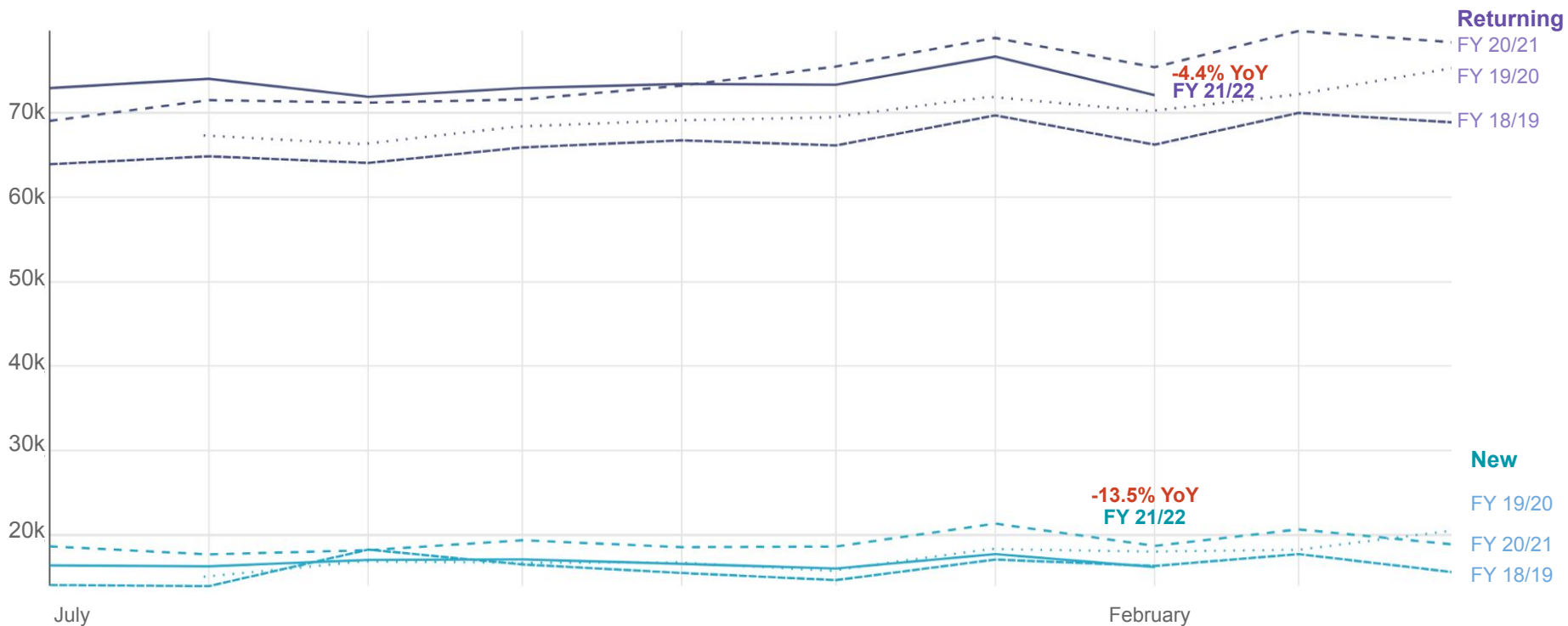
# February Metrics Summary for Product People Managers

## Active Editors by Market



# February Metrics Summary for Product People Managers

Active Editors: New vs Returning

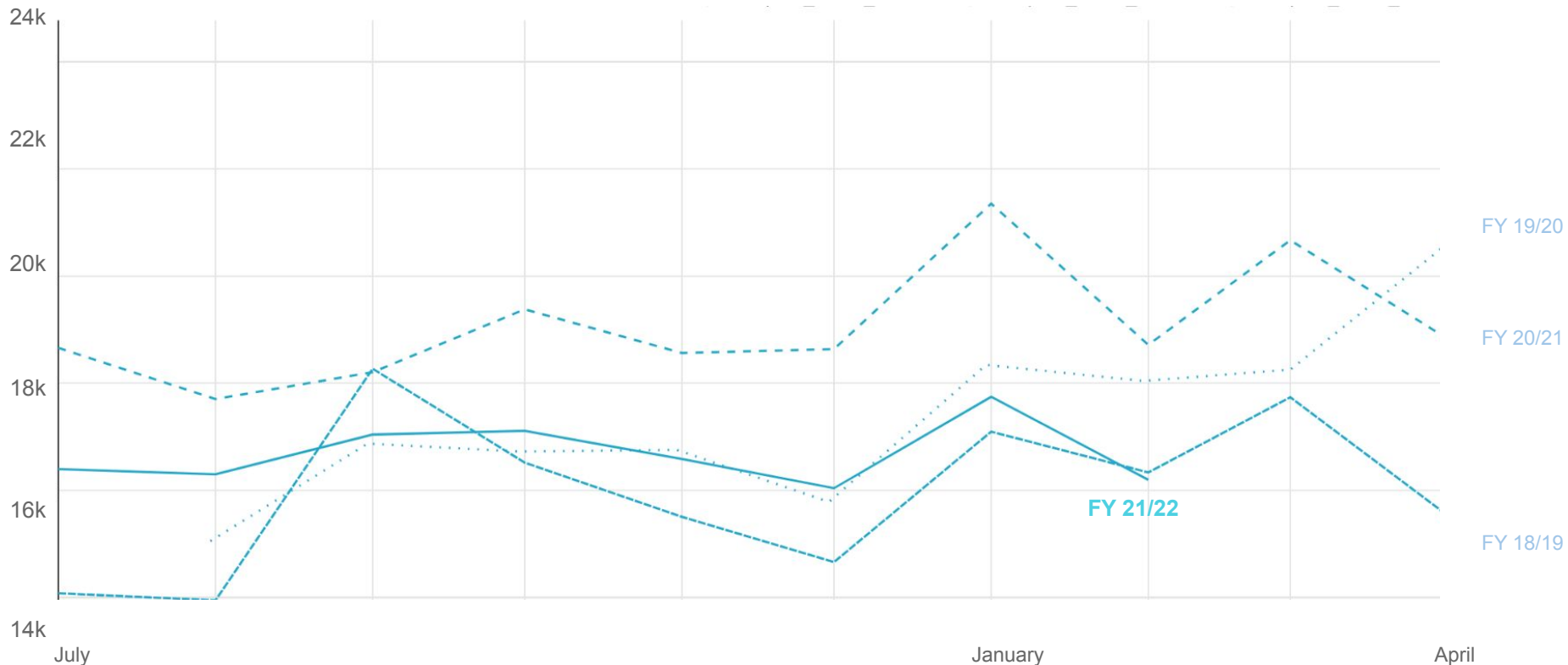


Explore [Content Metrics](#), [Readers Metrics](#) and [Editors Metrics](#) in Superset. Monthly aggregates are also available in Sheets: [Editors & Content](#) and [Readers](#).

For metric definitions, see the [Product data glossary](#). For questions: [#product-analytics](#) or [email](#)

# February Metrics Summary for Product People Managers

New Active Editors: dropped to below 2019 level



Explore [Content Metrics](#), [Readers Metrics](#) and [Editors Metrics](#) in Superset. Monthly aggregates are also available in Sheets: [Editors & Content](#) and [Readers](#). For metric definitions, see the [Product data glossary](#). For questions: [#product-analytics](#) or [email](#)