

Audiences core metrics Q3 2017-18 (Jan-Mar 2018)

Appendix to the May 2018 quarterly check-ins
May 31, 2018



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Audiences

Metrics highlights

AGENDA

- Expectations for this meeting
 - Focus on health metrics
 - Iterating and improving (combined meeting, new data, etc.)
 - Further suggestions welcome
- Context: better use of data
- Segmentation project
- Audiences highlights
- Reading health metrics
- Contributors health metrics - an introduction

May 2018

Audiences

Metrics highlights

Data improvements

- In order to use data more effectively to plan and measure our interventions, we are investing in our data pipeline and approach
- Current initiatives:
 - Better use of data annual plan program
 - Consolidating [“product analytics” team](#), hiring manager
 - Hiring data engineer
 - Segmentation project
 - DACI and stewardship
- For the next fiscal, see our department’s [annual plan](#)

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Metrics highlights

Close up on segmentation

Phase 1 :

Snapshot

Complete: June 1

Purpose: Targeting, Analysis

Description: Initial exploration of data available across a small number of dimensions

Use case: would allow PM to find the perfect wiki to test a new homepage feature on

Deliverable: Big sortable spreadsheet with 20+ dimensions you can filter and sort by.

[Project Brief](#)

Phase 2 :

Manual Segmentation

June 14, 2018

Diagnostic

Pull out 3-6 key dimensions, create 3 bands within each of them (e.g. small, medium, large)

Use to support target audience selection for next FY's features.

These bands added to every dashboard.

Phase 3 :

Emergent Segments

TBD based on Analyst availability

Targeting, Correlations

Begin work using dummy data, when Phase 1 is complete, plug in real data and cluster wikiprojects across all dimensions covered in Phase 1

Strategy/Product wants to develop interventions that target specific wiki-clusters

Baseline snapshot of emergent segments, documentation

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Audiences

Metrics highlights

Potential dimensions (a sample - we have 38 atm)

Name**Description**

Project	Which project family (Wikipedia, Wiktionary, etc.) the wiki belongs to
Lifestage	Number of years in existence
Size	Number of articles
Admins	Currently active admins
Speakers	Global population of speakers for this language
Speakers to Editors	Ratio of speaking population to editors
Devices	Unique devices per month

May 2018

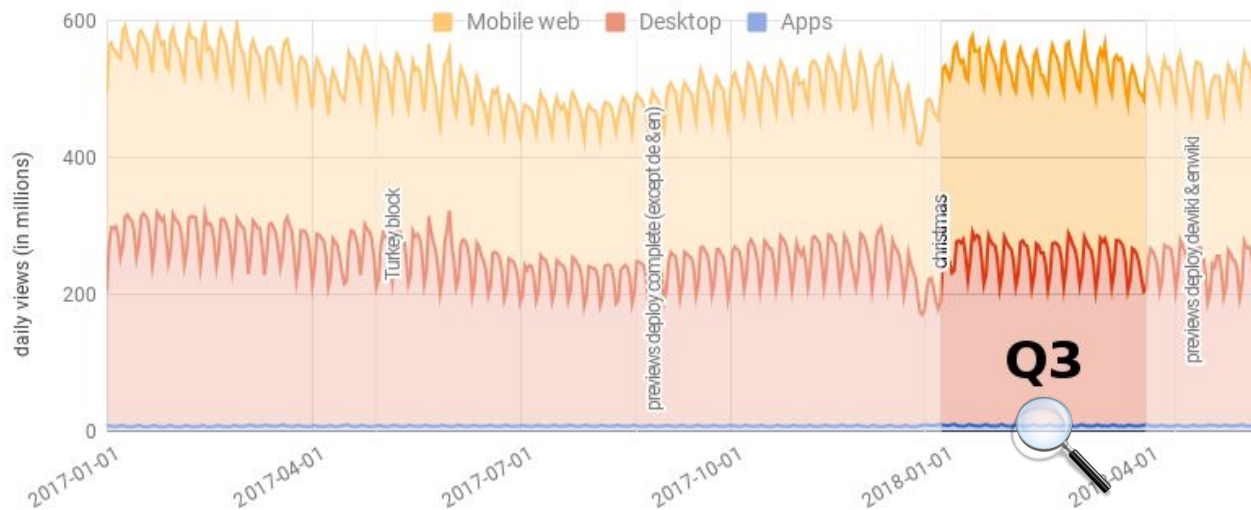
Audiences

Metrics highlights

Metrics highlights

- This quarter, the year-over-year decline in total pageviews became smaller, and even vanished afterwards in April.
 - Apparent causes include last summer's partial rollout of the page previews feature and a decline in Google referrals since last year. The impact of the former grew in April with the completion of the Previews rollout, but Google referrals may have recovered in April.
- In January, global new editor retention hit its highest level since 2007
 - Apparent cause is the trend towards higher and higher January and September spikes on the English Wikipedia

Total Wikimedia pageviews, by access method



Pageviews per month

(average in Q3 2017/18)

Total	15.9 billion -3.8% YoY
Desktop	7.4 billion -11.4% YoY
Mobile web	8.3 billion +3.7% YoY
Apps	238 million YoY: N/A

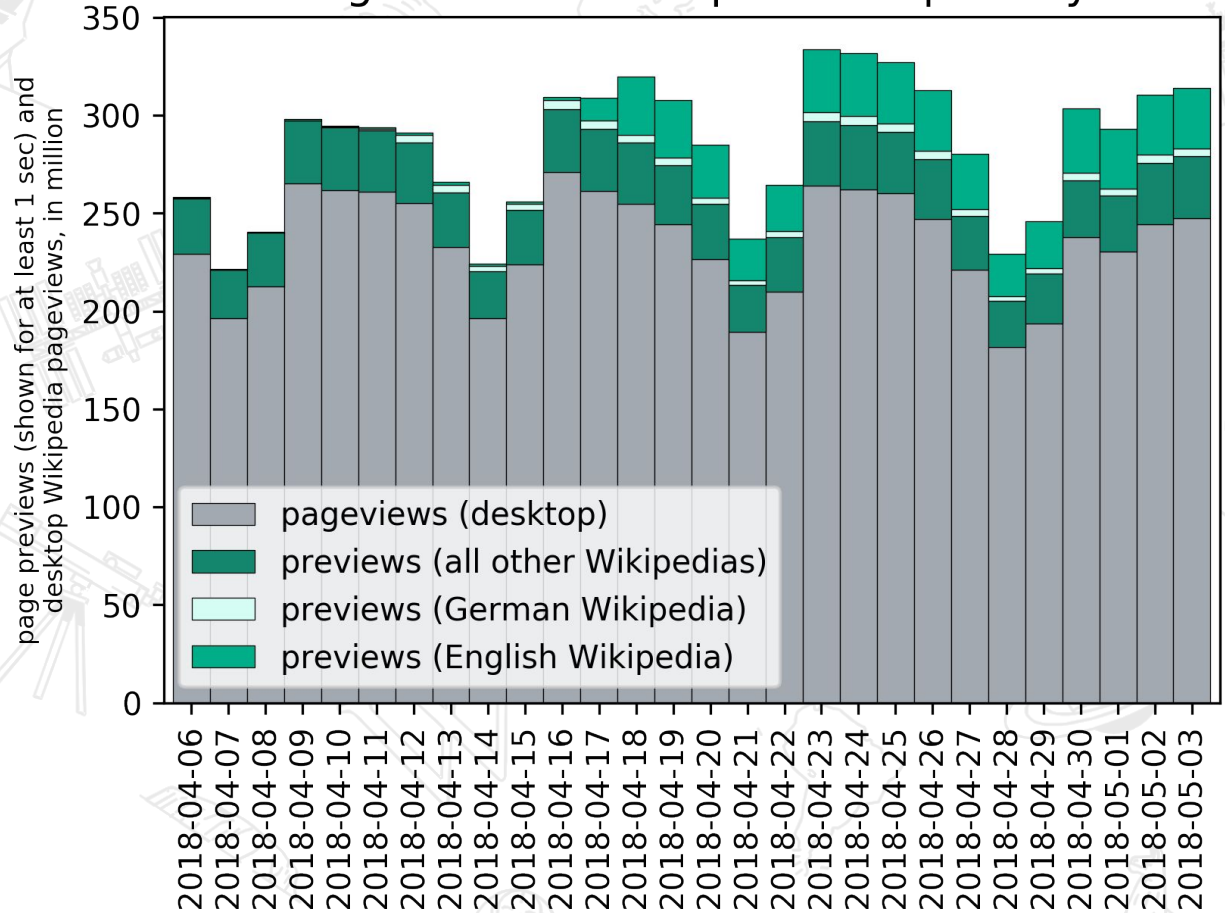
[Corrected](#) for artificial IE7 traffic from Pakistan and some other Asian countries

In April, shortly before completing the rollout of the feature, we began to systematically measure [Page previews](#) alongside pageviews, as a major new way of reading Wikipedia content.

There is now about one preview for every four pageviews on desktop.

We are planning to combine both into a new “page interactions” metric, but do not yet have a quarter’s worth of data.

Pageviews + seen previews per day



May 2018

Readers

Pageviews

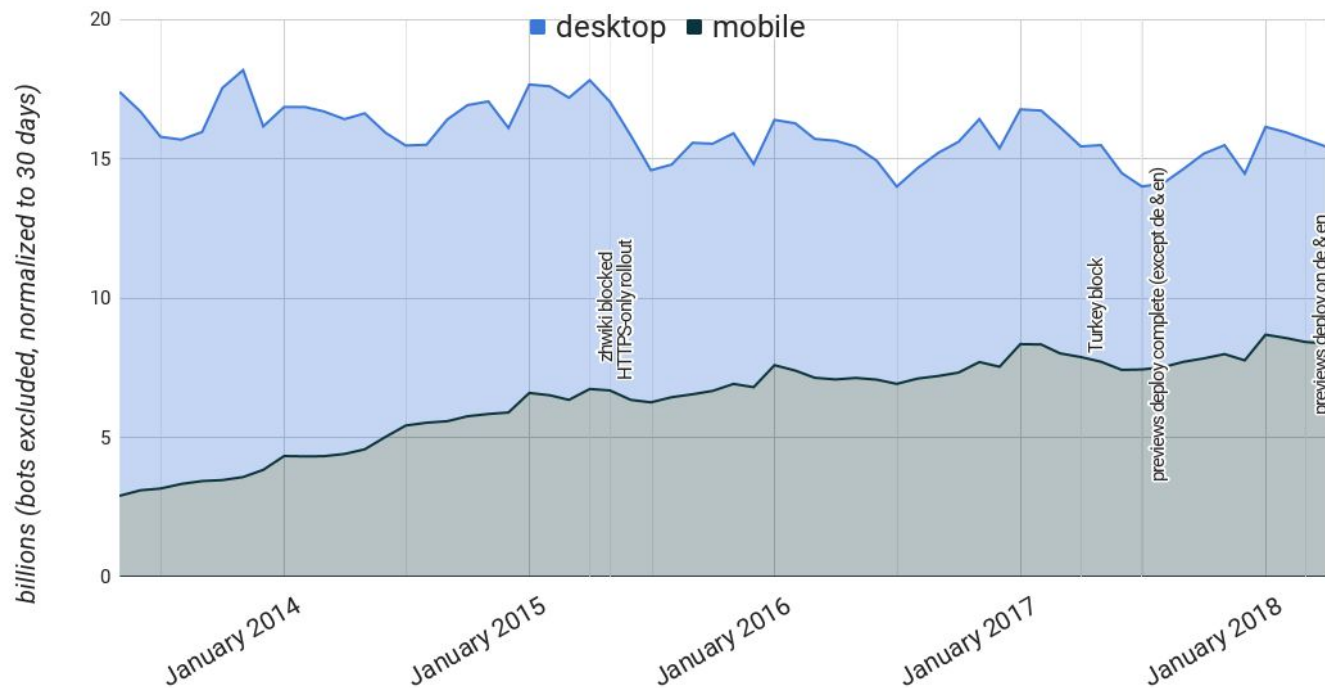
Long-term trends

Globally, total readership has been slightly declining since 2013 (-2.3% yearly, largely attributable to several one-time effects).

In the last two quarters we have seen a year-over-year decrease that was faster than this 5-year trend (-3.8% in Q3, -5.2% in Q2). However, this might have stopped, with April 2018 reaching the levels of April 2017 again. See below for some apparent causes.

Long-term, mobile has been increasing (+18.9% yearly since 2013) as desktop has been declining (-13.3% yearly since 2013).

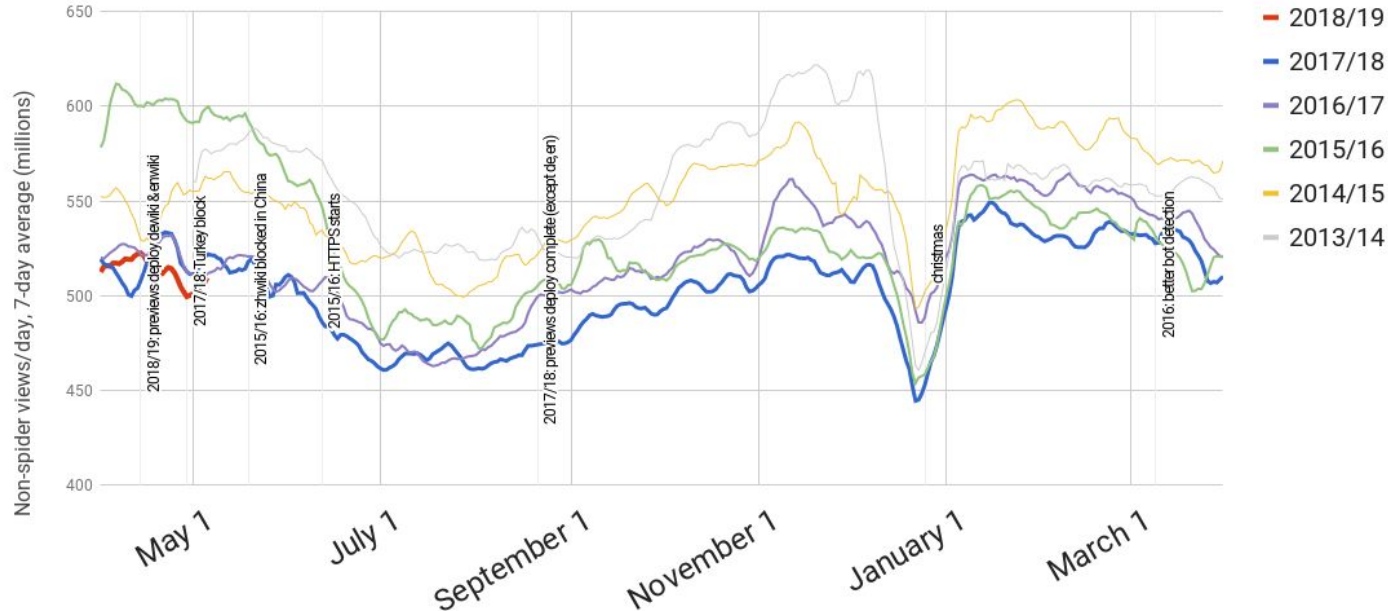
Corrected for anomalous IE7 traffic from some countries and several other artifacts.

Wikimedia monthly pageviews (desktop+mobile), 2013-2018

May 2018

Readers

Pageviews

Wikimedia pageviews year-over-year comparison, May 2013-April 2018

Total pageviews had been consistently down y-o-y since July (compare blue and purple), but picked up right at the end of the quarter (compare red and blue).

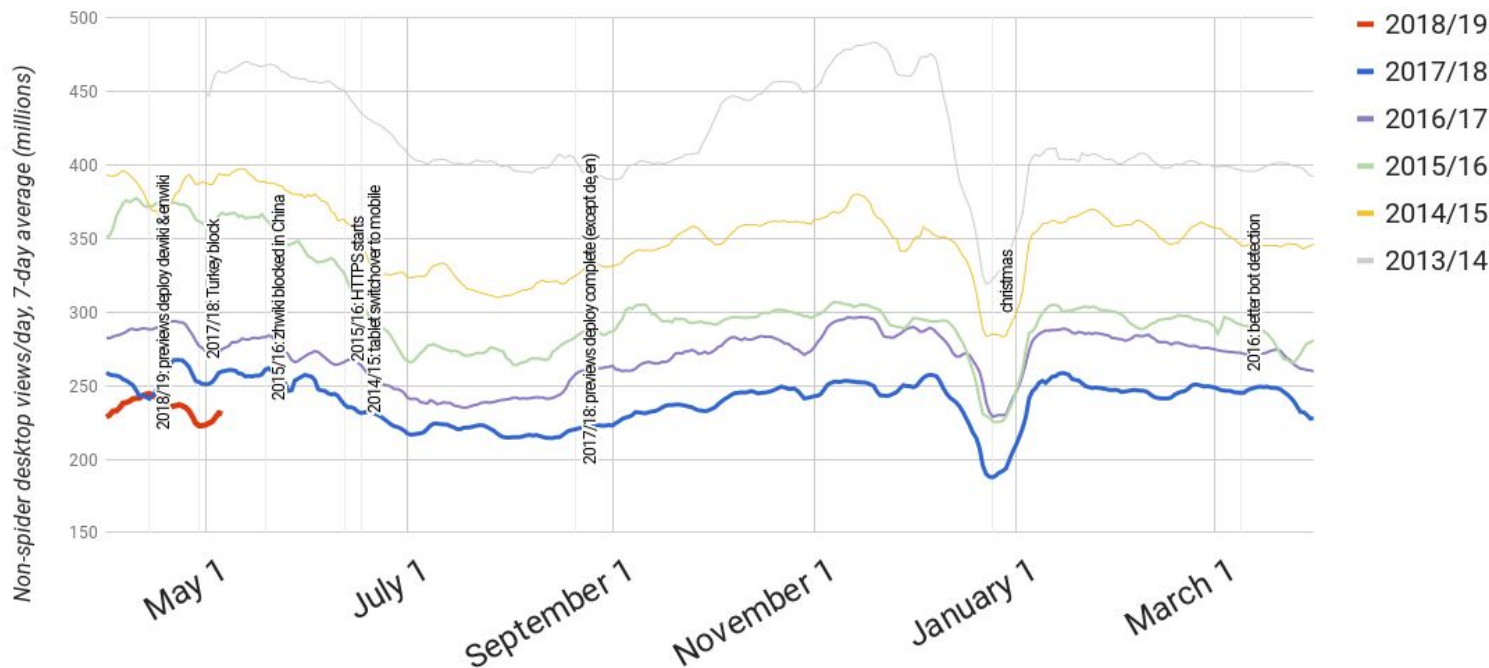
Trend chart includes corrections for some anomalies, e.g. [artificial IE7 traffic from Pakistan](#) and some other countries.

May 2018

Readers

Pageviews

Wikimedia desktop pageviews year-over-year comparison, May 2013-April 2018



Desktop has been shrinking y-o-y in general again, but appears to have picked up since the end of the quarter, only interrupted by the completion of the Page previews rollout to de and en in April.

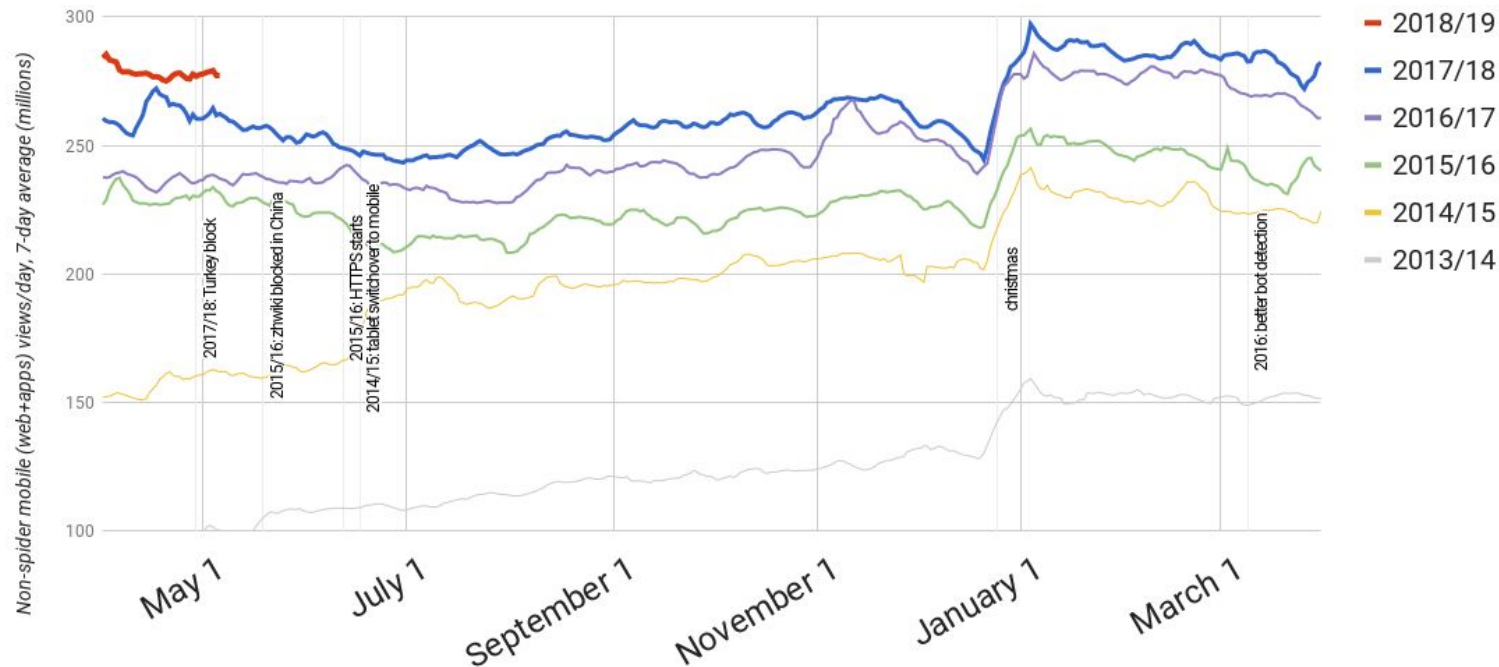
This new feature is designed to save readers some clicks, so a decrease (3%-5% per [the last A/B tests](#) on de and en) is expected and to some extent desired.

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Readers

Pageviews

Wikimedia mobile pageviews year-over-year comparison, May 2013-April 2018



Mobile growth remained slower since last quarter (see how blue and purple appear closer together since ca. November), but may also have picked up in April.

Note the annual “Christmas bumps.”

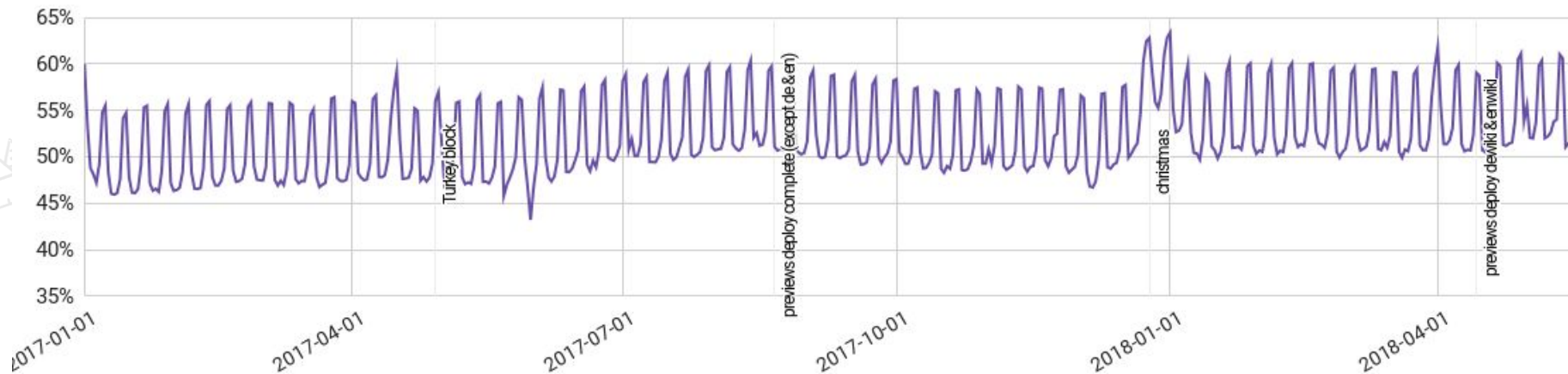
(As a desktop-only feature, page previews don’t affect mobile.)

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Readers

Pageviews

Percentage of mobile Wikimedia pageviews (web+apps)



Since late December, mobile pageview now outnumber desktop pageviews basically every single days (even on weekdays).

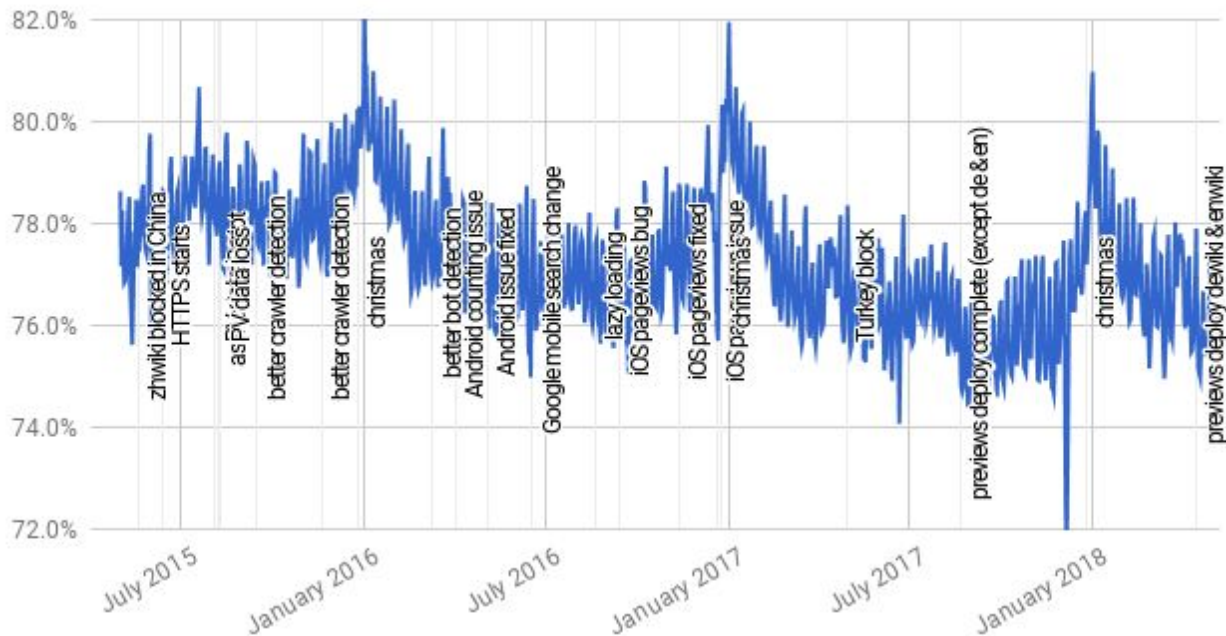
(Data [corrected for an iOS bug](#) from around Dec 20, 2016 on, and for anomalous IE7 traffic from some countries.)

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Readers

Pageviews

Percentage of pageviews from the Global North



Global North	Global South
77.2%	22.8%

Ratio of total pageviews, Jan-Mar 2018
([definition](#))

“Seventy-five percent of the world’s online population is from the global South” ([Whose Knowledge](#))

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Readers

Pageviews

Potential impacts on traffic:

Big:

- Page previews - see above
- Google search engine referrals - see below

Small or unknown:

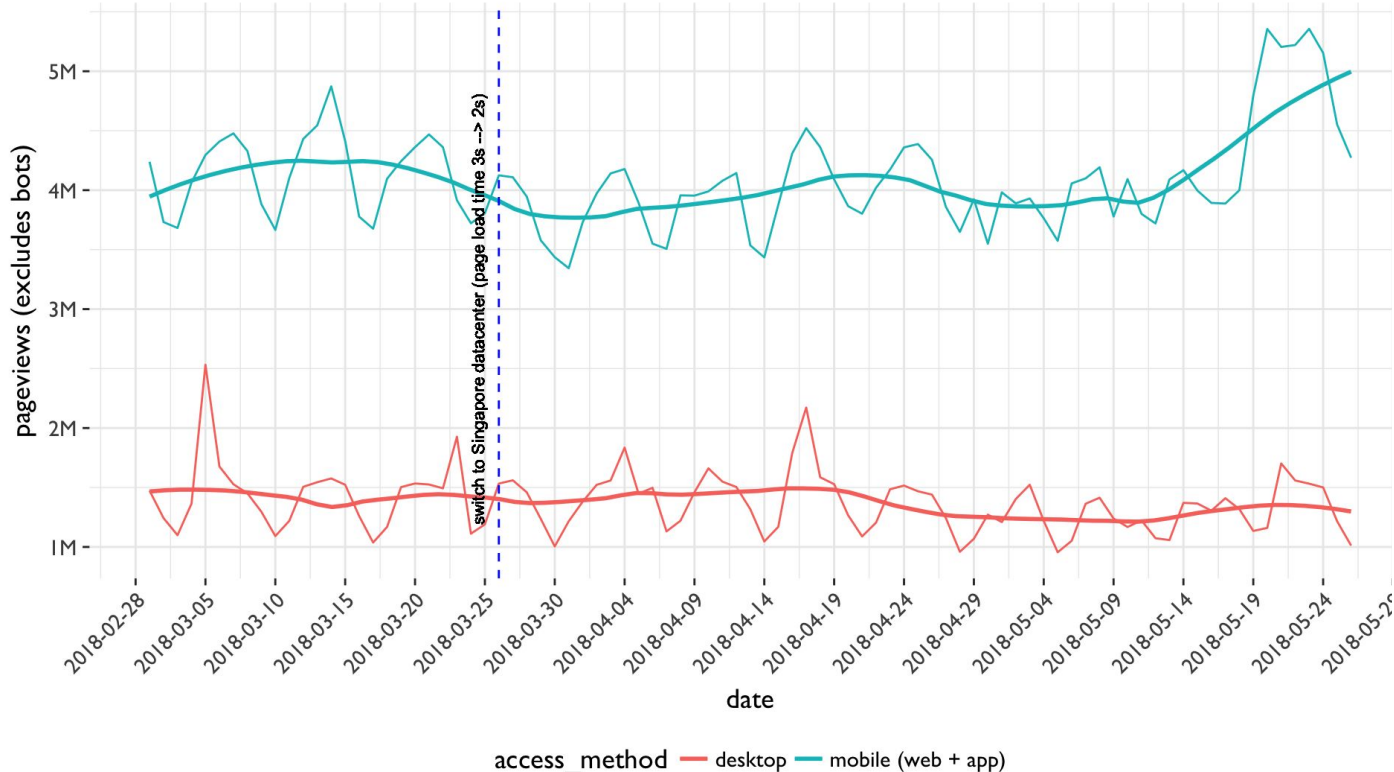
- Singapore datacenter - more on next slides
- Facebook news media links increased views to certain articles about news media, but the overall [effect](#) is negligible (even among all FB referrals)
- [Hindi campaign](#)? More info next quarter.
- September 2017 Nigeria campaign: small to undetectable longterm increase in PVs
- Spring 2017 Iraq campaign: 130% pageviews increase among Asiacell users

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Readers

Pageviews

Daily Wikimedia pageviews from Indonesia



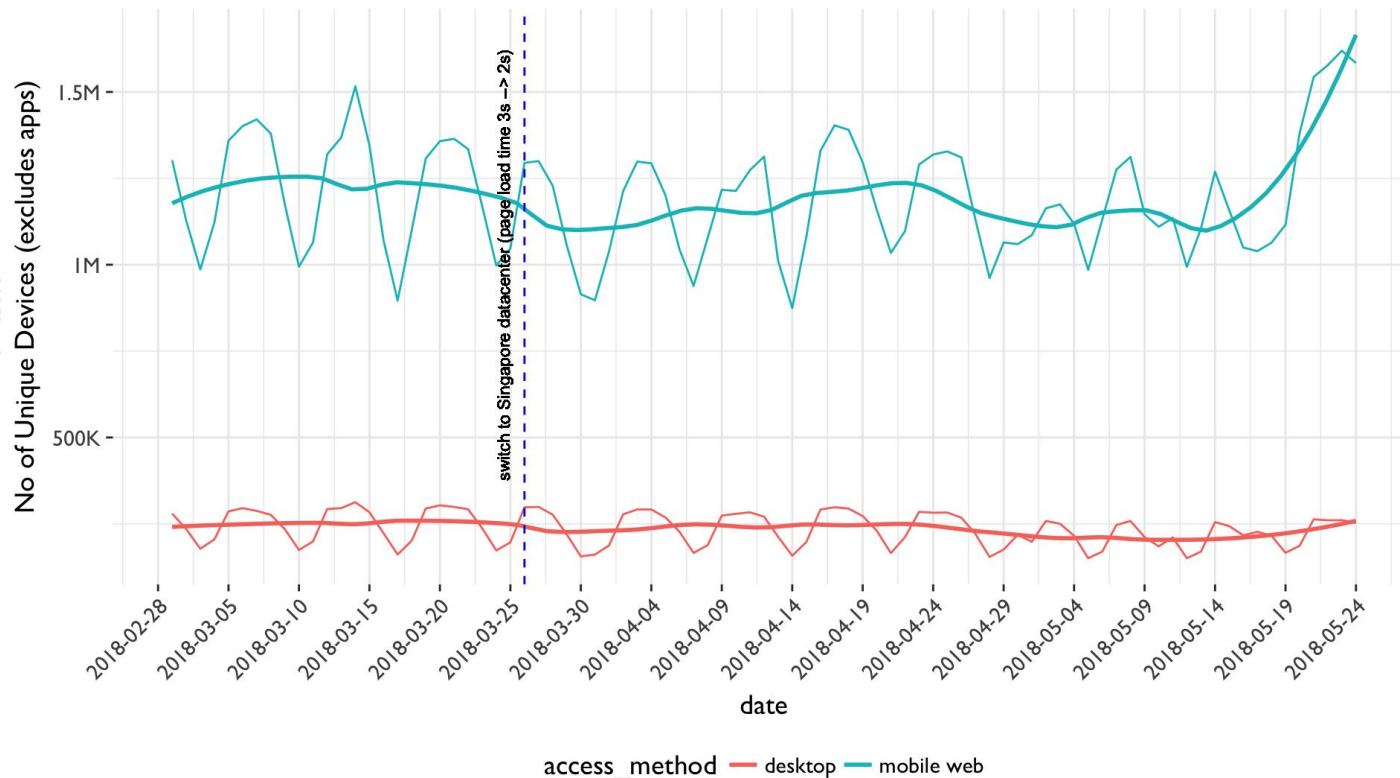
Singapore datacenter
The switchover brought significant performance improvements, but no discernible increase in pageviews and...

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Readers

Pageviews

Unique devices in Indonesia for id.wikipedia.org and id.m.wikipedia.org



Singapore datacenter
...no discernible increase in unique devices either.

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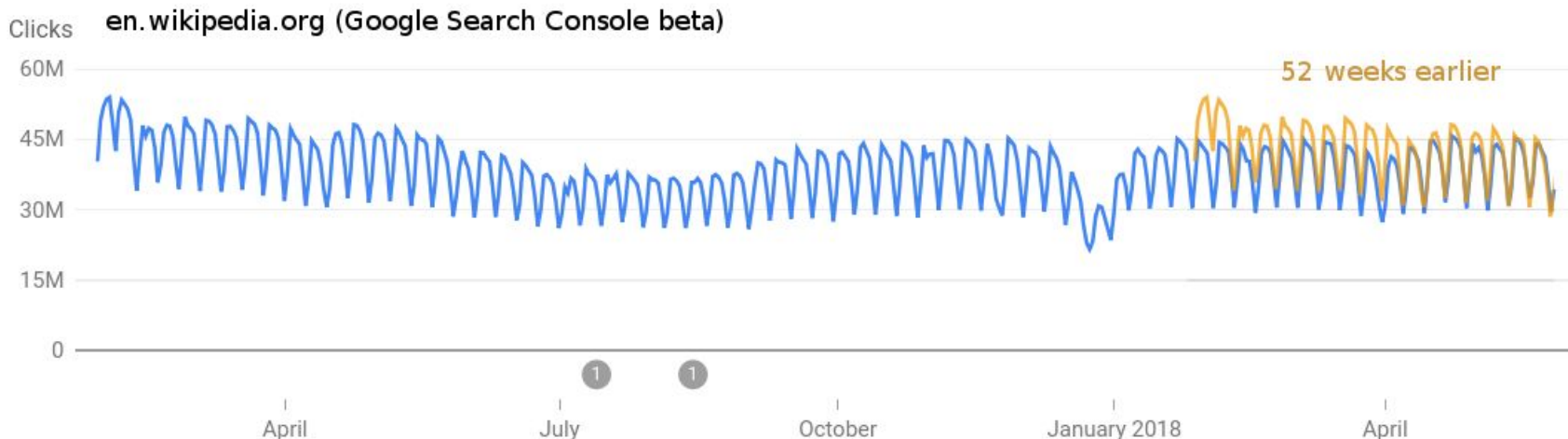
Readers

Pageviews

Google referrals

In Q3, we started to systematically store the search traffic data provided by Google for future long-term analysis and prepared to launch a SEO project with consultants. Also, Google's recently launched beta Search Console allows generating charts 16 months back, enabling direct year-over-year comparisons.

For the desktop domain of English Wikipedia, it confirms that the y-o-y decrease seen during Q3 abated in April:



[Google Search Console](#) screenshot, comparison and notes added
“1” refers to [Google's anomaly annotations](#)

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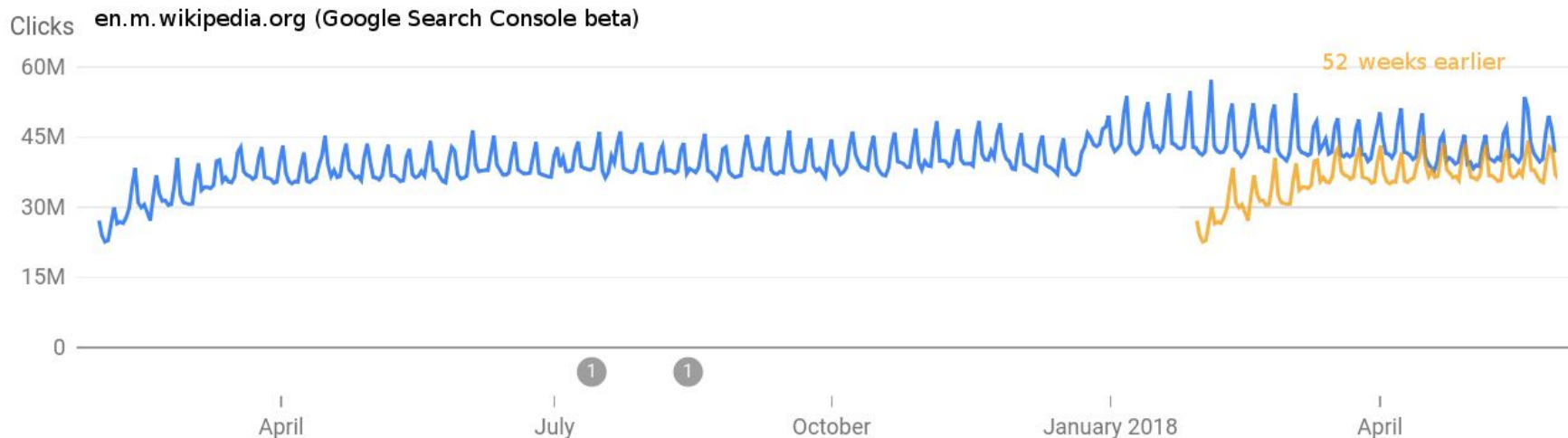
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Pageviews

Google referrals

For the mobile domain of English Wikipedia, Google's remaining data indicates that there had been a temporary drop in Q3 2016/17 :

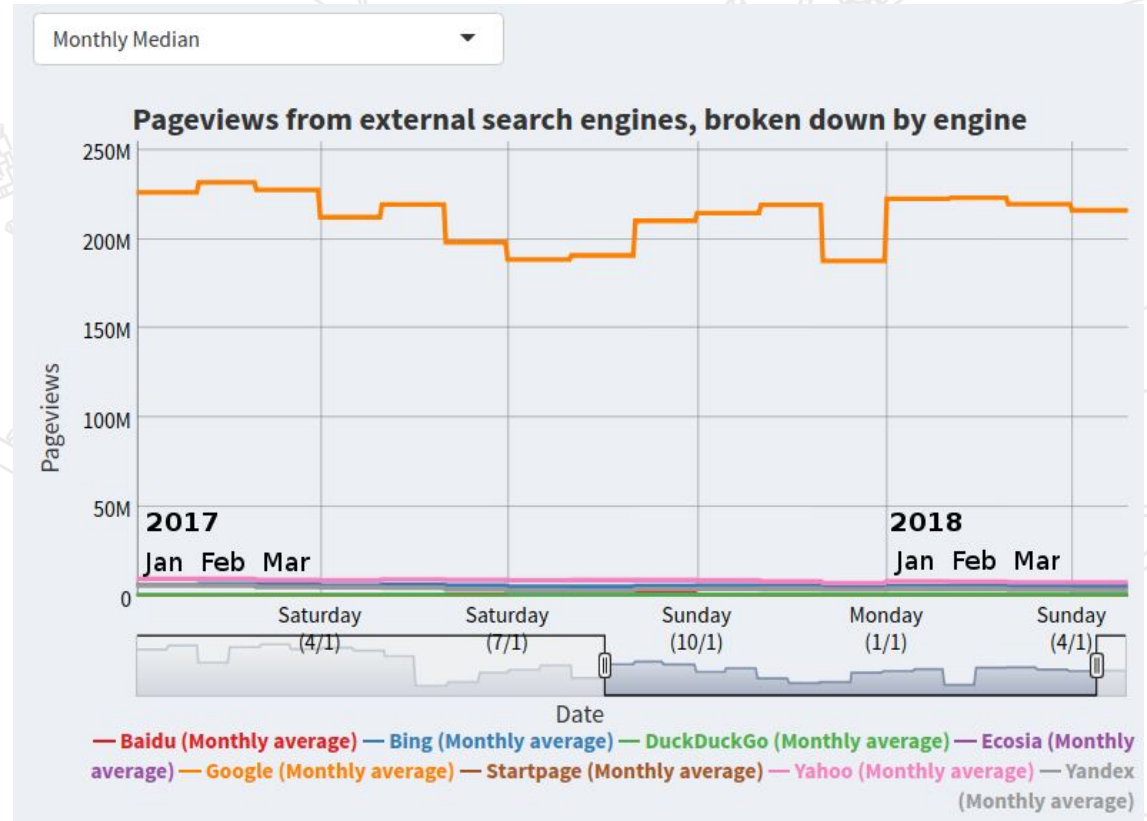


[Google Search Console](#) screenshot, comparison and notes added
"1" refers to [Google's anomaly annotations](#)

Google referrals

The slight year-over-year decrease in pageviews referred from Google (observed for November-January in last quarter's meeting) remained for the rest of the quarter, but seems to have abated in April.

In Q3, 44% of web pageviews were directly referred from an external search engine, the vast majority of them (41%) from Google.



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Uniques

Monthly
unique devices

Average January-March

Wikipedia
(all
languages)

1.5 billion

Unique devices visiting any
Wikipedia project during a given
month

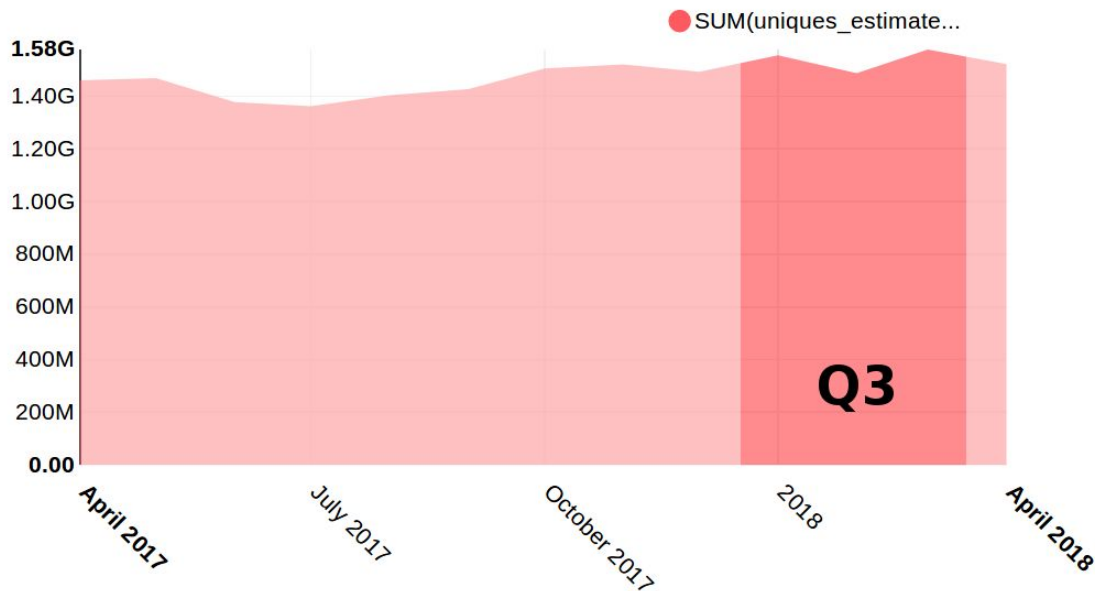
NB:

- devices <> users
- Mobile/desktop breakdown only available for per-language uniques

Unique devices (all Wikipedias, mobile and desktop) ☆ ↗

00:00:00.70

🔗 </> 📄 .json 📄 .csv View Query



Source: [Superset](#)

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Jul 2017

Readers (core metrics)

Appendix: Uniques

	Monthly unique devices (desktop + mobile web)	Pageviews/device mobile	Pageviews/device desktop
English Wikipedia	804 million	8	14
Spanish Wikipedia	153 million	6	8
German Wikipedia	104 million	8	11
Russian Wikipedia	95 million	7	14
Japanese Wikipedia	91 million	9	15

Averages for January-March 2018
(Top 5 projects by overall unique devices)

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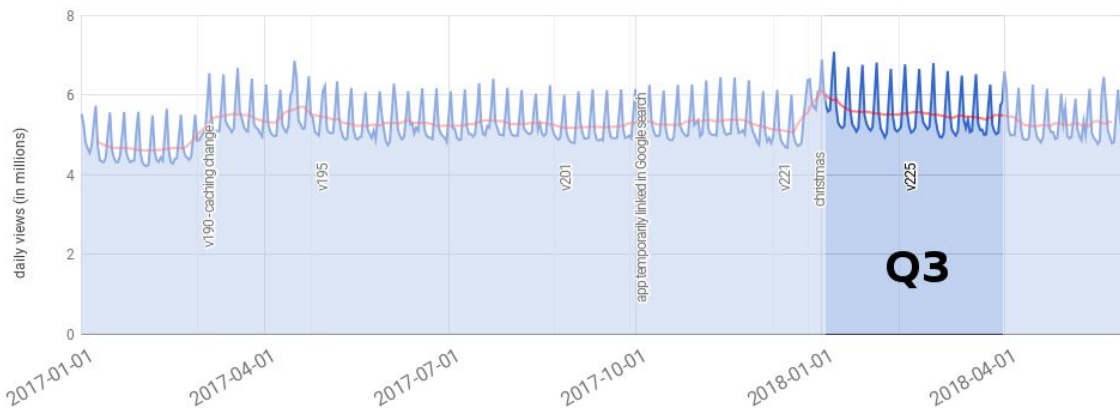
Readers (core metrics)

Android

Android app usage

Monthly pageviews	166.5 million YoY: N/A
Monthly users	5.08 million YoY: N/A
Daily users	1.01 million YoY: N/A

Wikipedia Android app pageviews



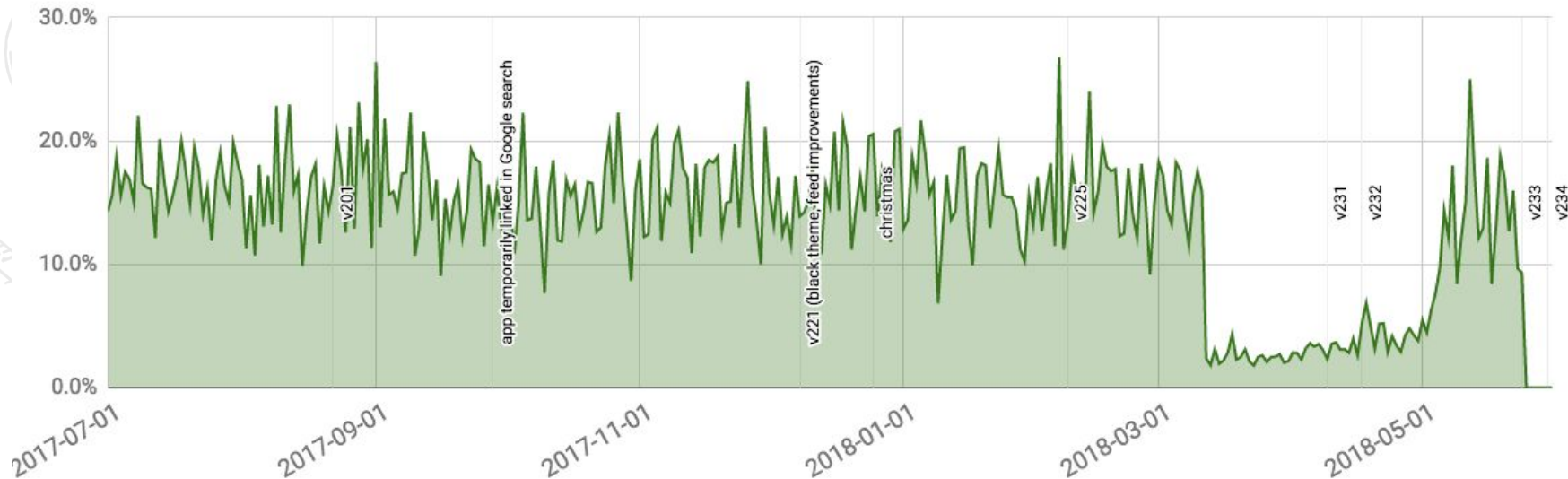
Pageviews normalized to 30 days/month

May 2018

Readers (core metrics)

Android

7-day retention of Wikipedia Android app users



Big updates and fixes to Android in-app analytics may have caused the dip in early March and April but we will be thoroughly investigating the cause.

Q3 avg: 7.55%
Q2 avg: 18.25%

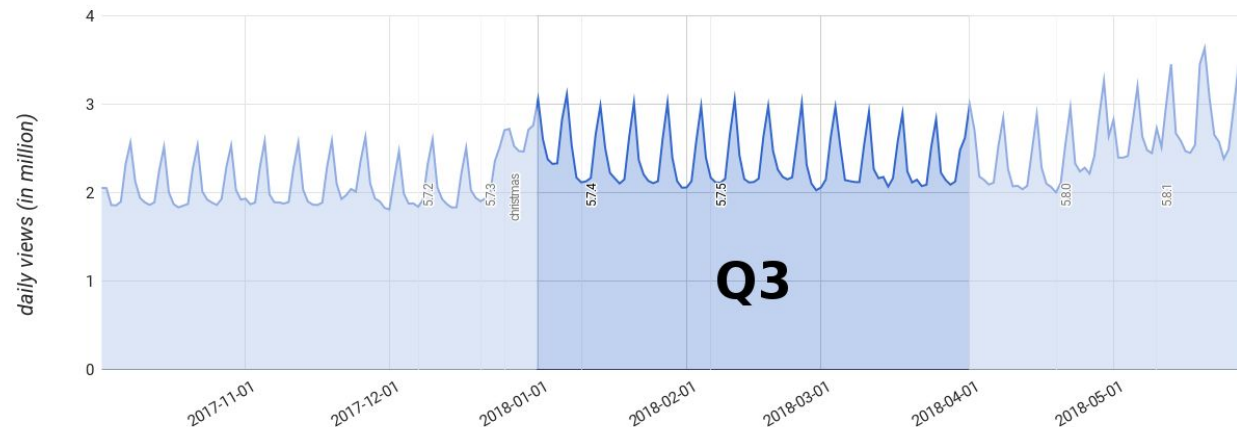
May 2018

Readers (core metrics)

iOS

iOS app usage

Monthly pageviews	71 million YoY: N/A*
Daily downloads	3.6k YoY: -24.8%
Monthly users	N/A
Daily users	N/A

Wikipedia iOS app pageviews

Pageviews normalized to 30 days/month

*Includes a small correction for the remaining effects of [a pageview-affecting bug](#) that arose in December 2016, which also (together with another bug from Q2016/17) makes year-over-year comparisons unreliable

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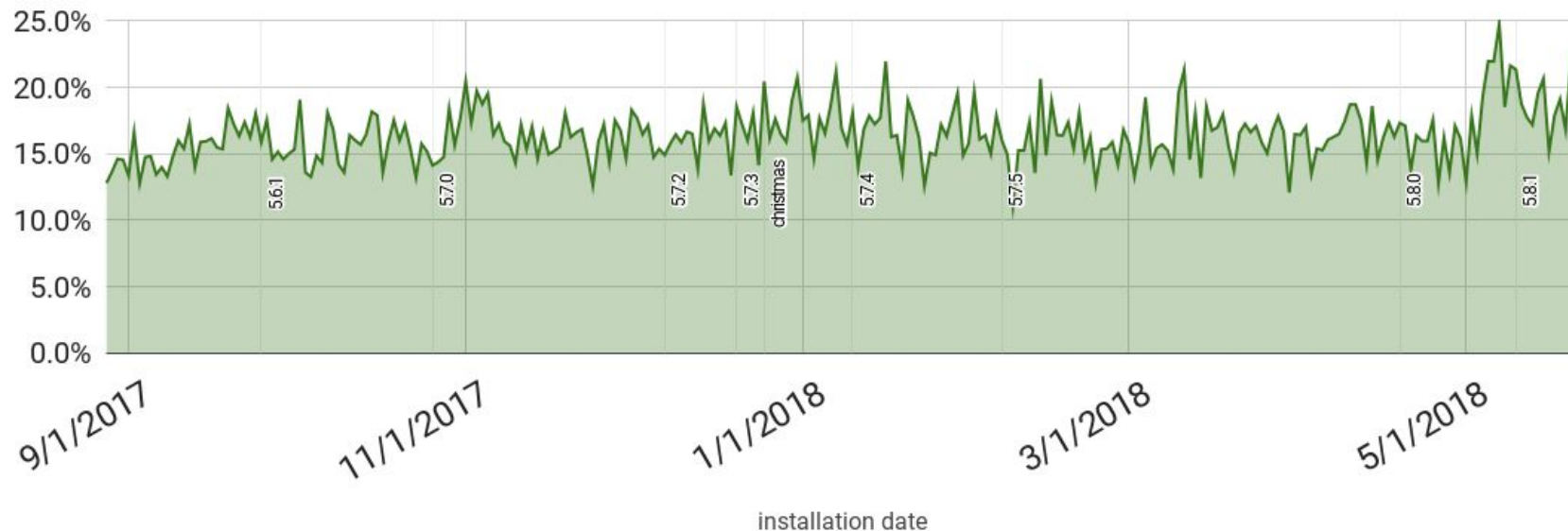
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Readers (core metrics)

iOS

7-day retention of Wikipedia iOS app users



NB: Data from opt-in users only

Q3 avg: 16.5%
Q2 avg: 16.3%

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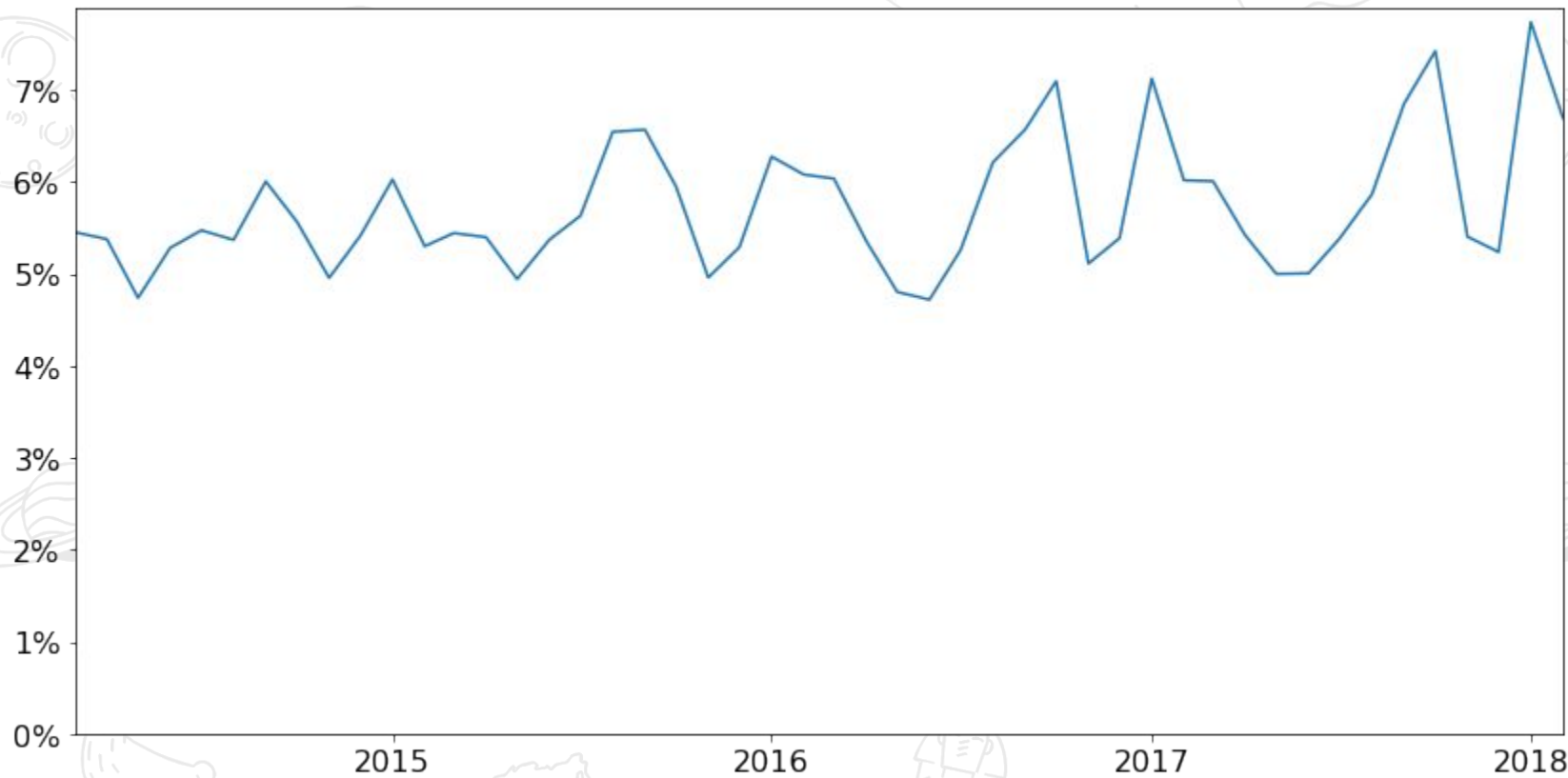
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new editor retention



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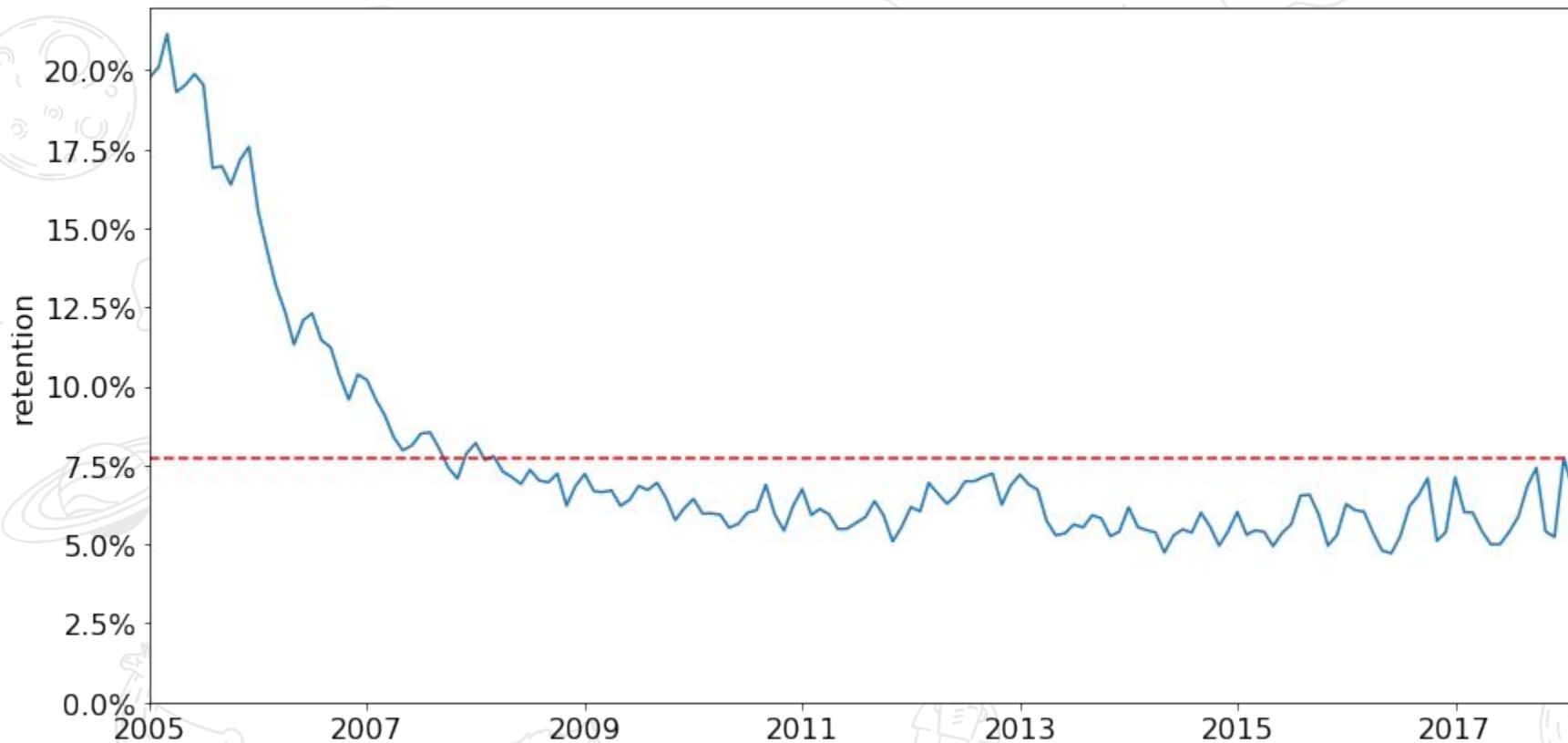
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Global new editor retention



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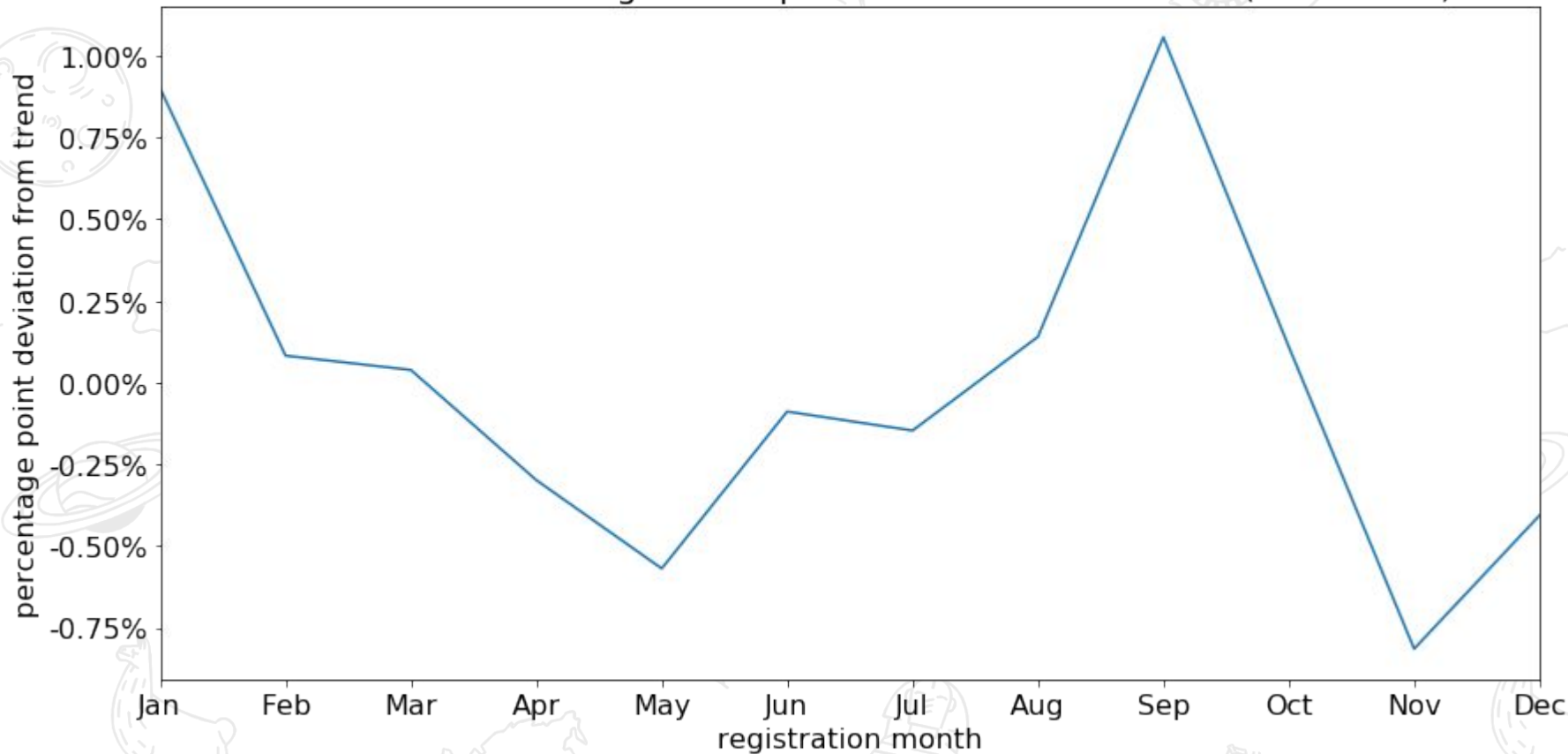
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Seasonal effect on English Wikipedia new editor retention (2007-2018)



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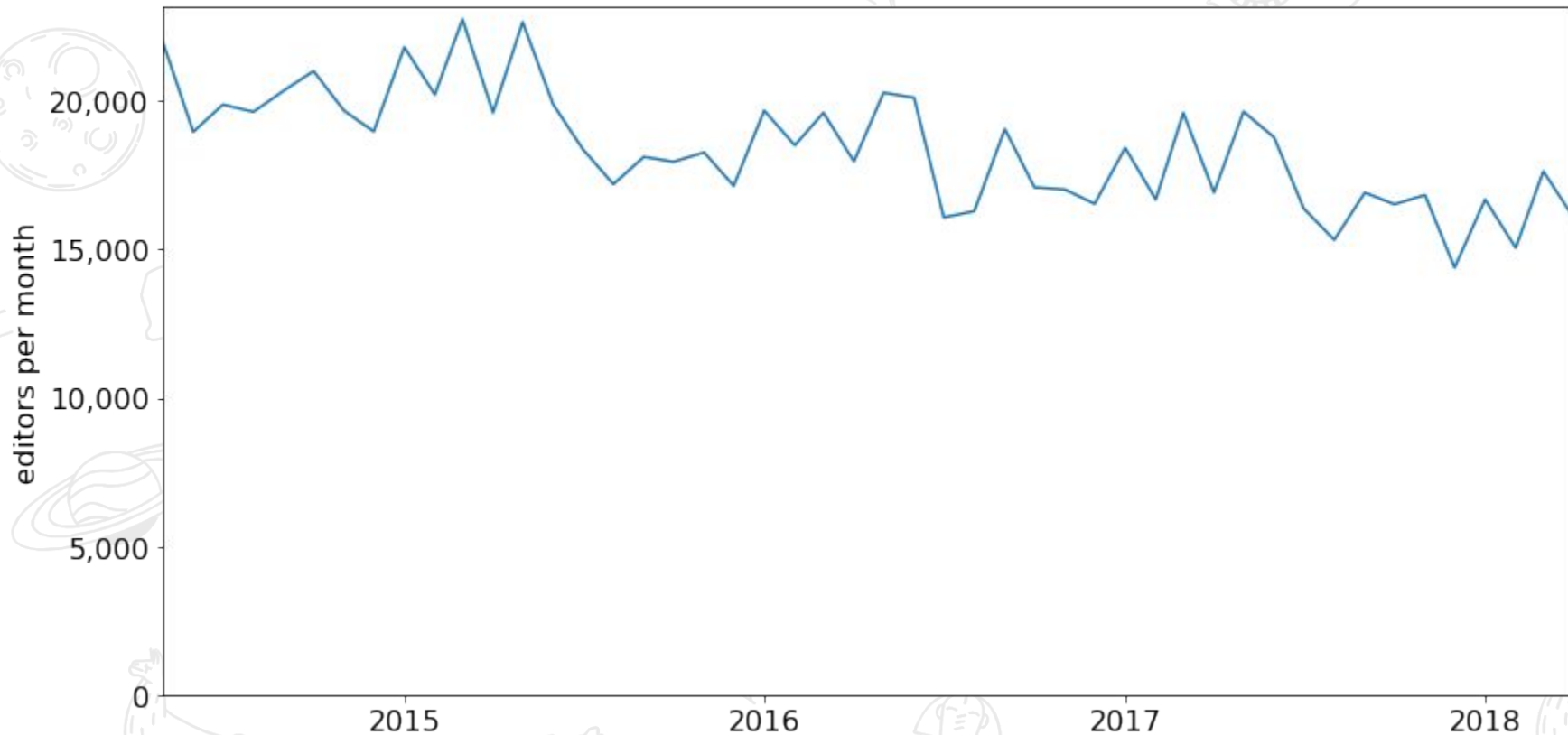
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new active editors



New editor gainers and losers

Project	2015–18 change in monthly new active editors
Wikidata	↑ 379
Commons	↑ 105
Persian Wikipedia	↑ 90
Tamil Wikipedia	↑ 75
Estonian Wikipedia	↑ 24
Hindi Wikipedia	↑ 20
Marathi Wikipedia	↑ 19
Bengali Wikipedia	↑ 15

Project	2015–18 change in monthly new active editors
English Wikipedia	↓ 2 417
Spanish Wikipedia	↓ 446
Turkish Wikipedia	↓ 235
German Wikipedia	↓ 199
Portuguese Wikipedia	↓ 176
Russian Wikipedia	↓ 162
Italian Wikipedia	↓ 136
Chinese Wikipedia	↓ 123

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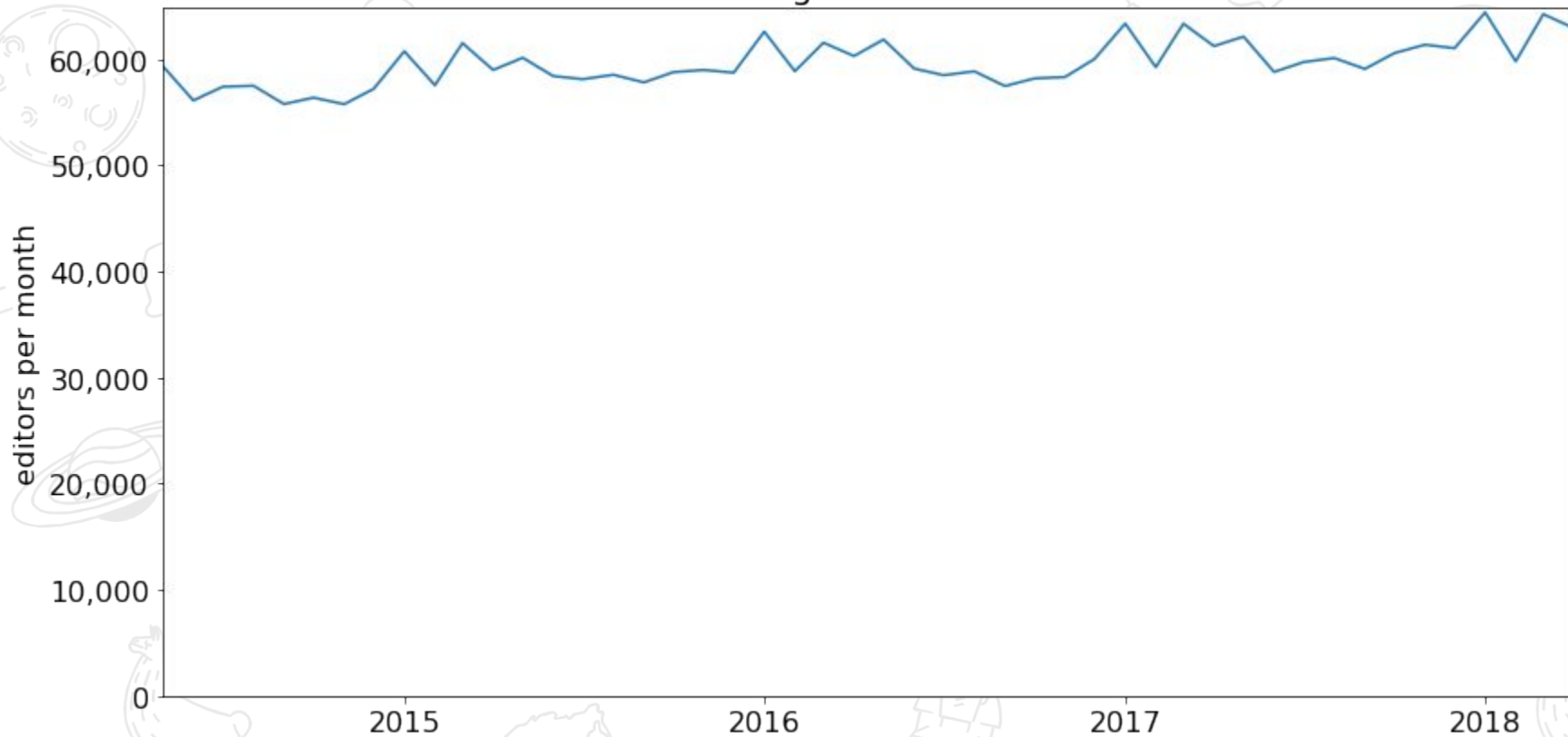
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existing active editors



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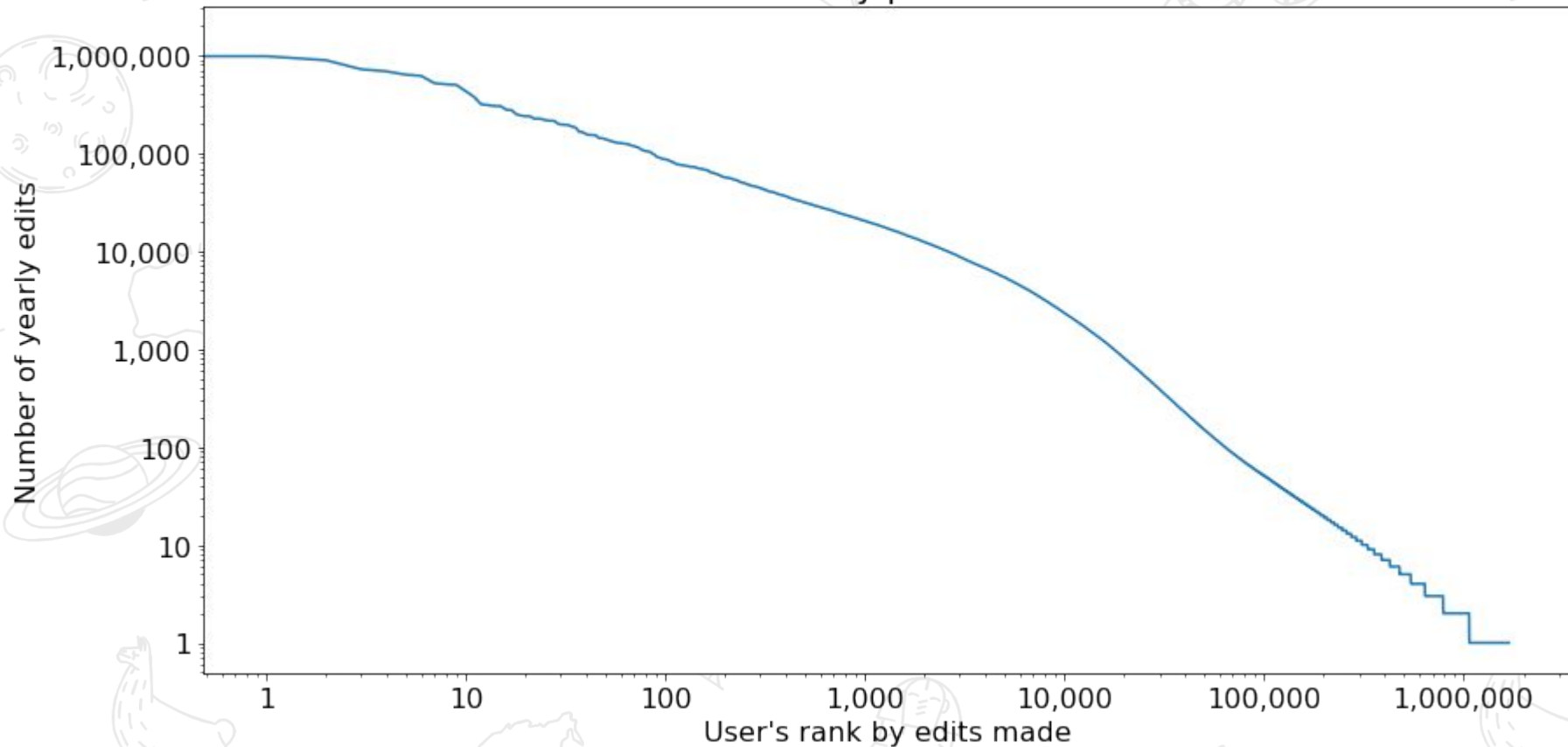
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Rank-activity plot of editors



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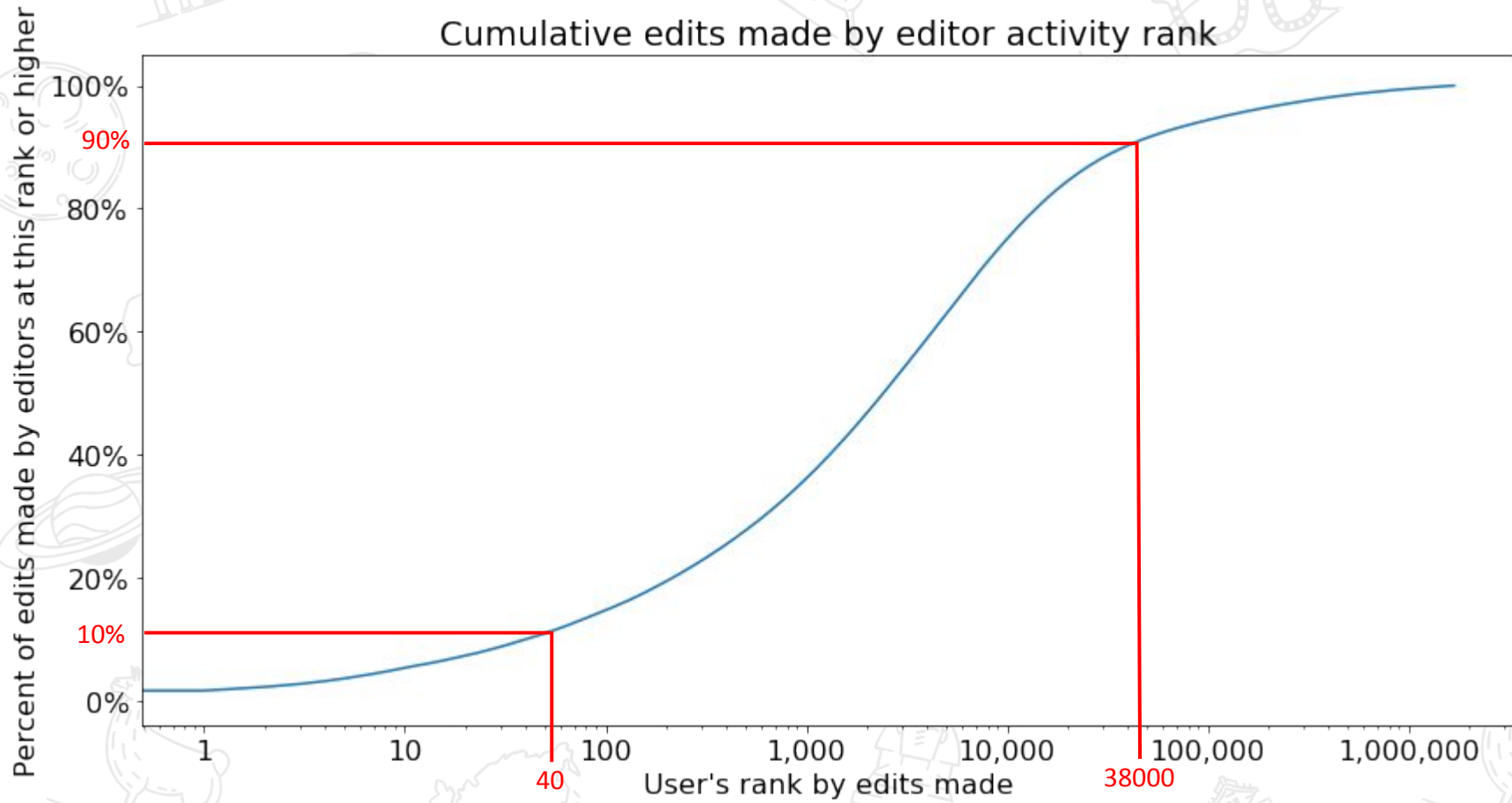
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Cumulative edits made by editor activity rank



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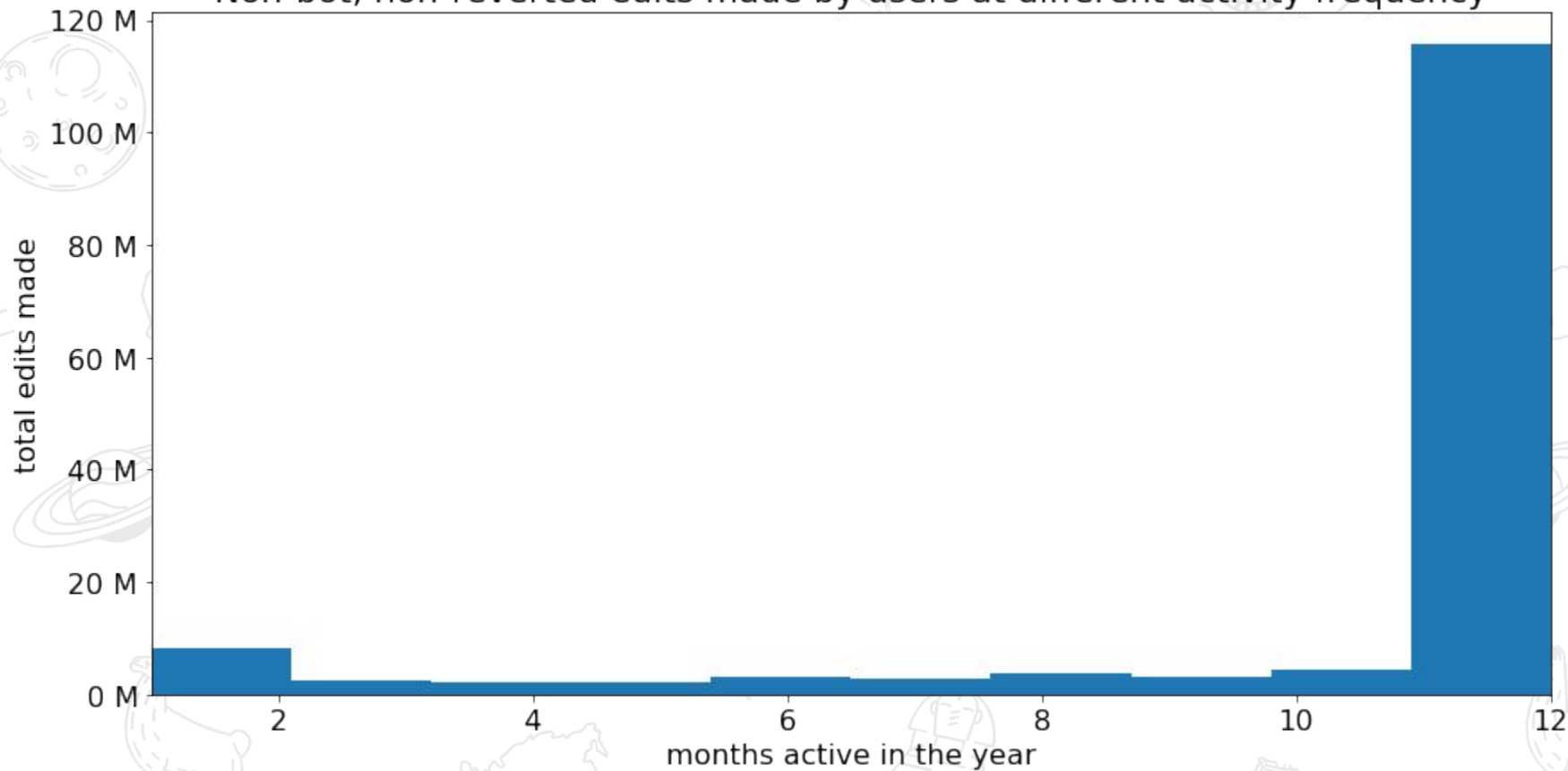
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Non-bot, non-reverted edits made by users at different activity frequency



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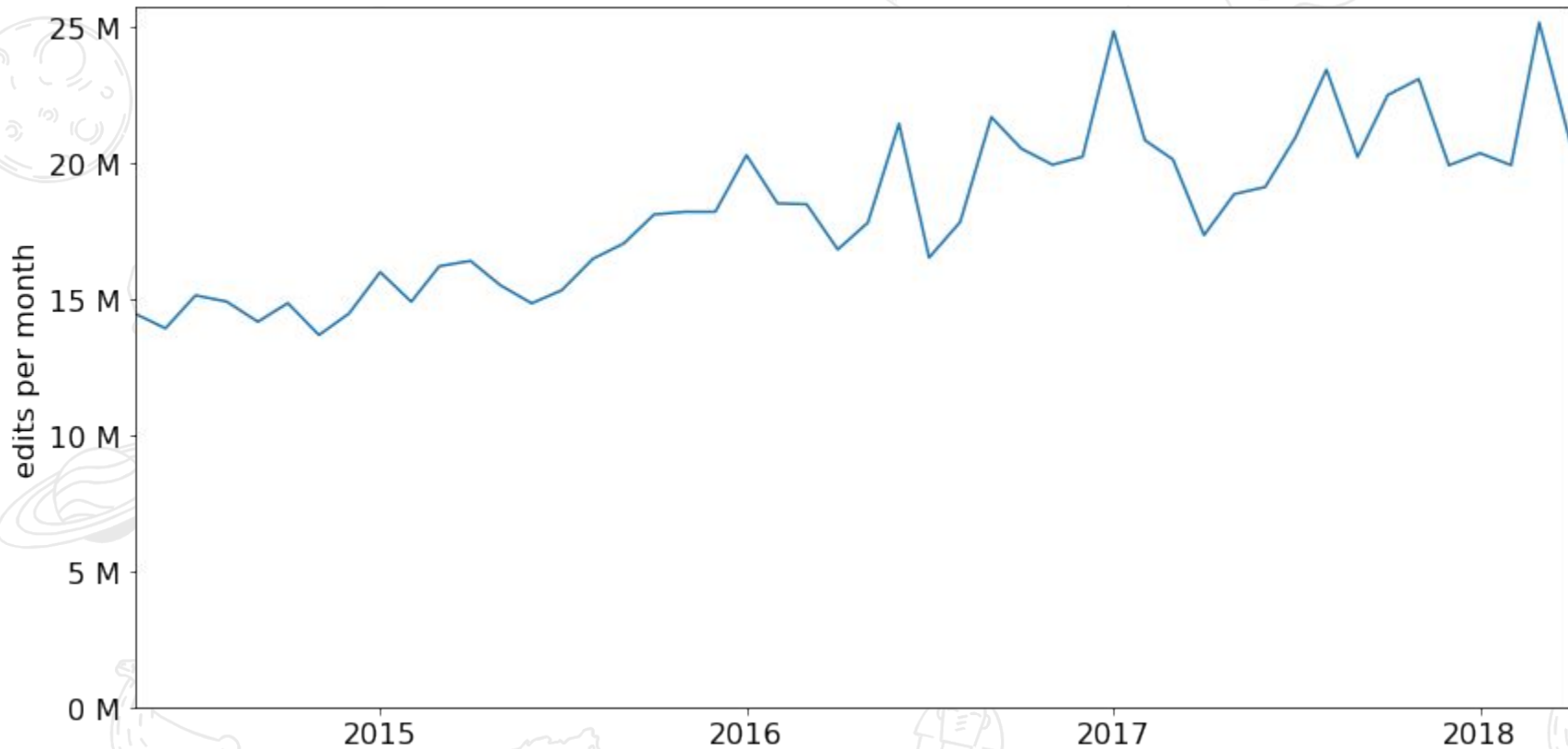
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nonbot edits



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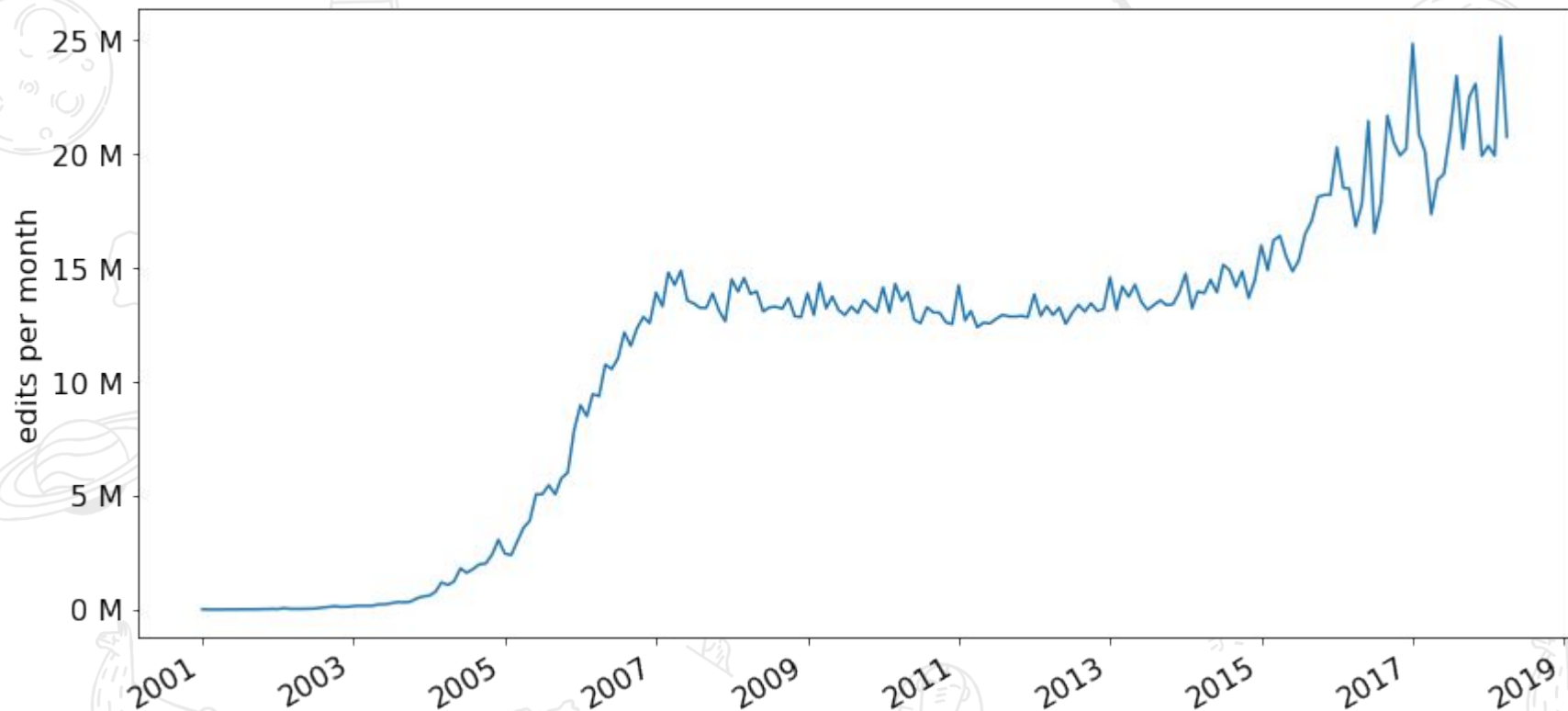
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non-bot edits



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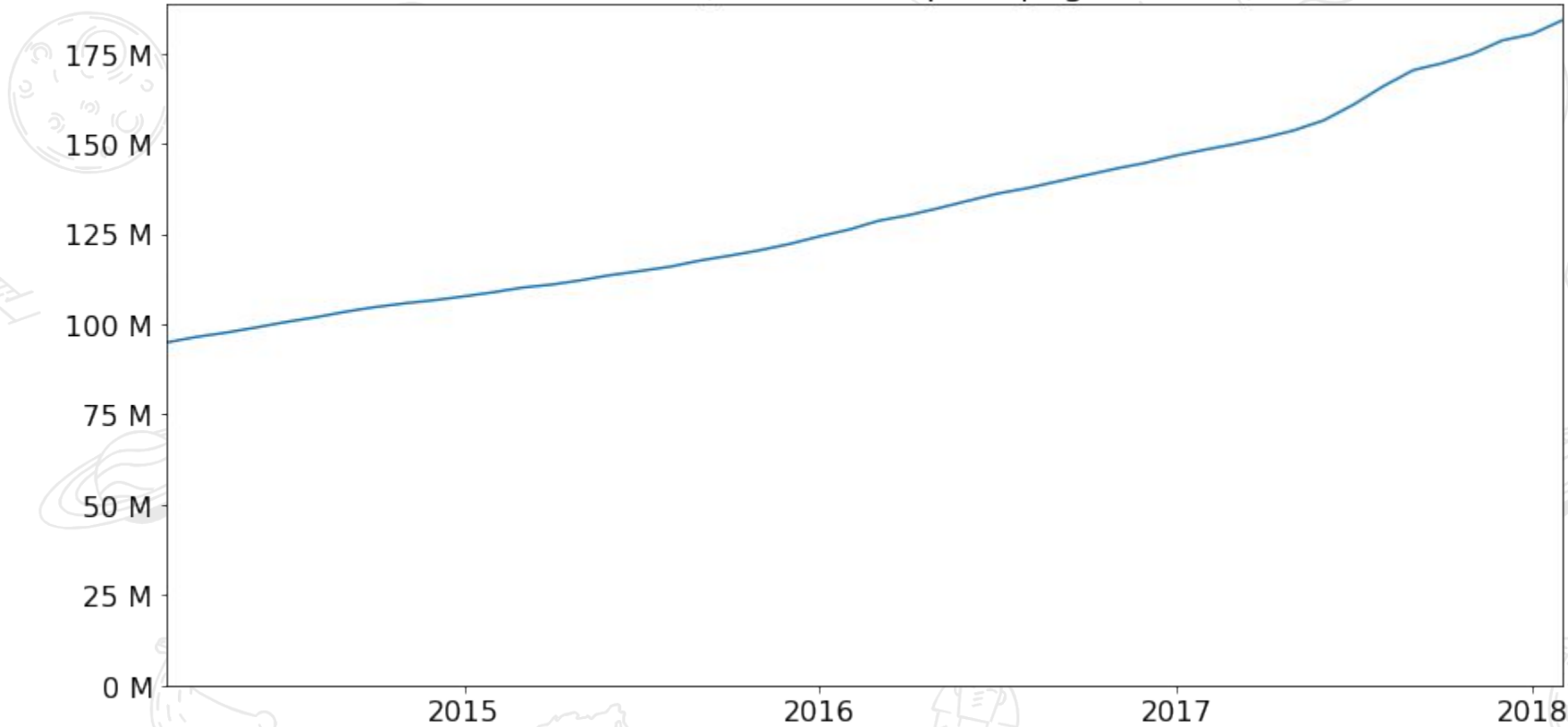
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total content (main namespace pages + files)



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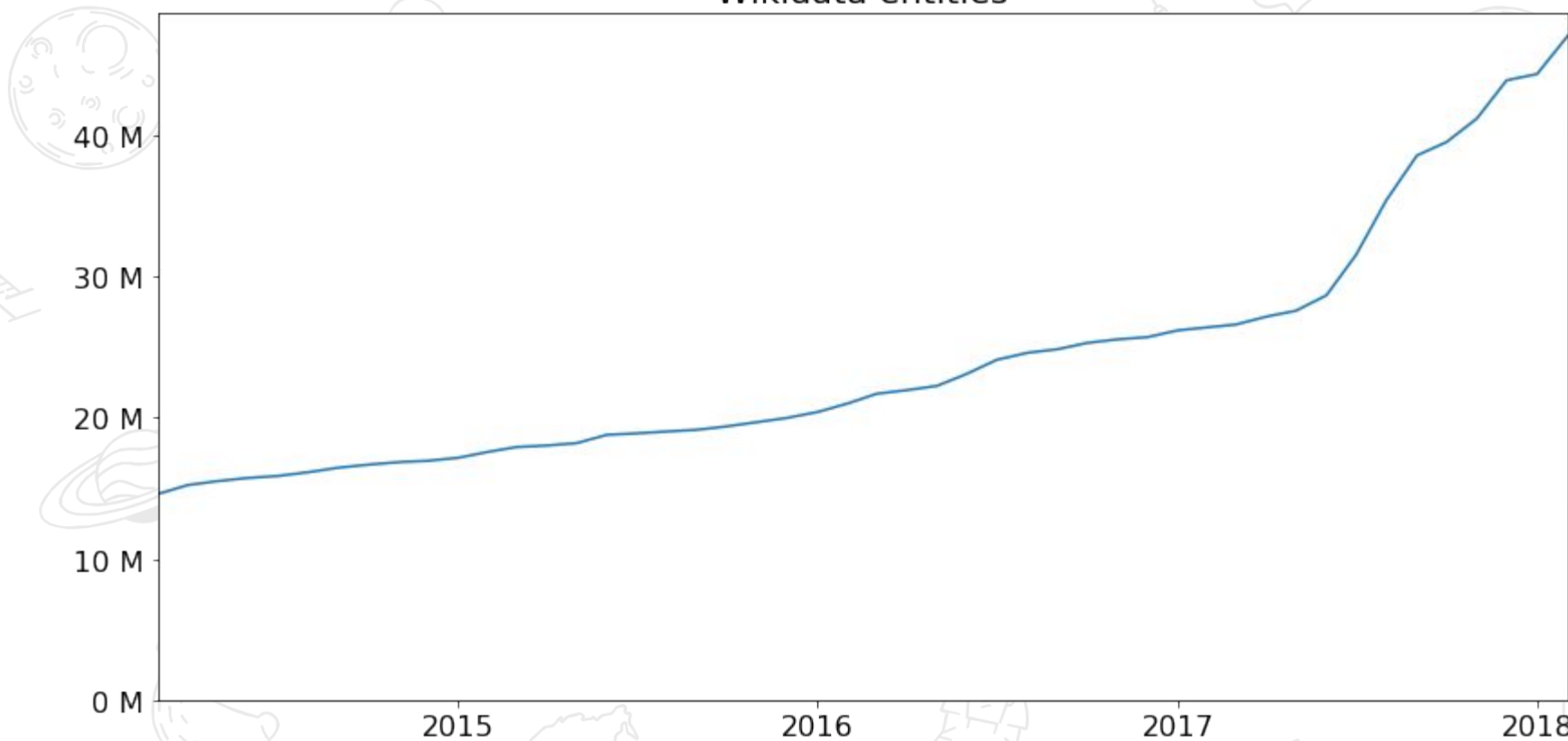
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Wikidata entities



Questions?

Monthly core metrics updates: [\[\[mw:Wikimedia Audiences\]\]](#)



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