

The Editor Model™

one metric to rule them all

Toby Negrin • Aaron Halfaker • Dario Taraborelli

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Problem

Measure the size of the “active” population of registered contributors to a project in any given period.

Legacy metric

Monthly Active Editors

How do you feel about Monthly Active Editors today



Happy



Sad



Confused

Requirements for a new metric - 1

Should measure the impact of

user acquisition

short-term retention

long-term retention

on monthly active editors

Requirements for a new metric - 2

Should track Monthly Active Editors
(when rolled up on a calendar monthly basis)

Should be computable on a daily basis with no lag

Should have no dependency on the dumps

Should use 5+ edits for engagement, 30-day periods for retention

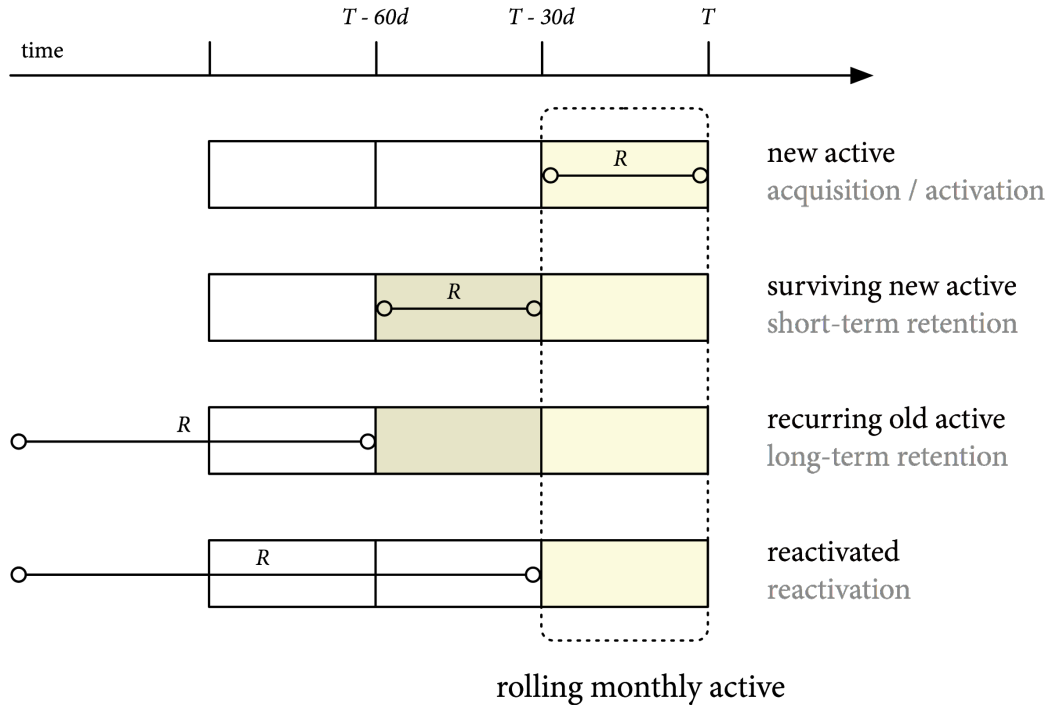
Who are active editors?

New users who **became active** for the first time in a month;

Recently registered users who **remained active** (or survived) in a month;

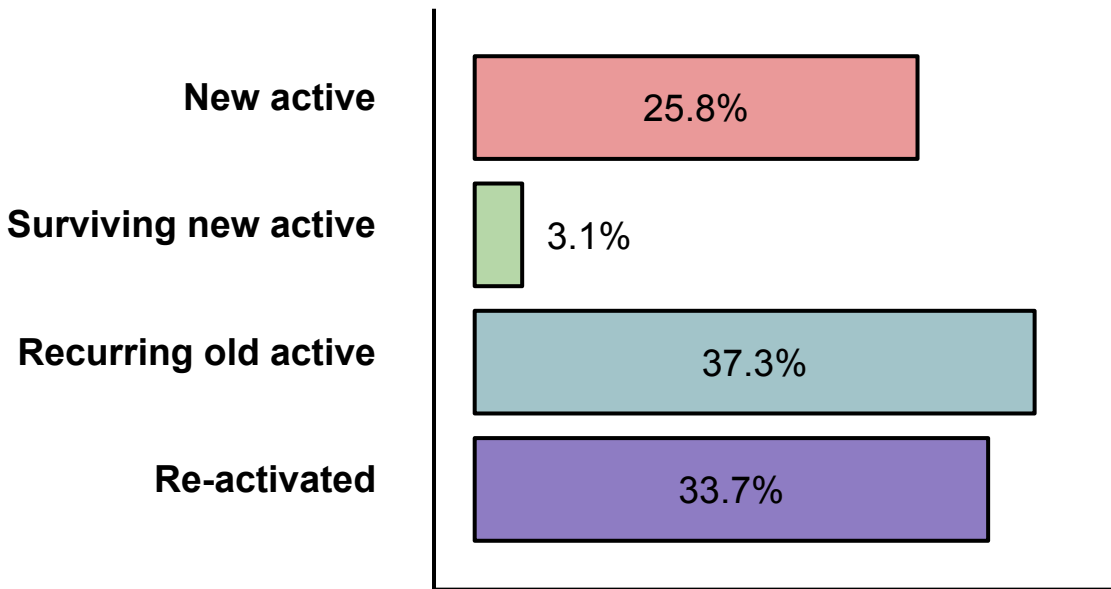
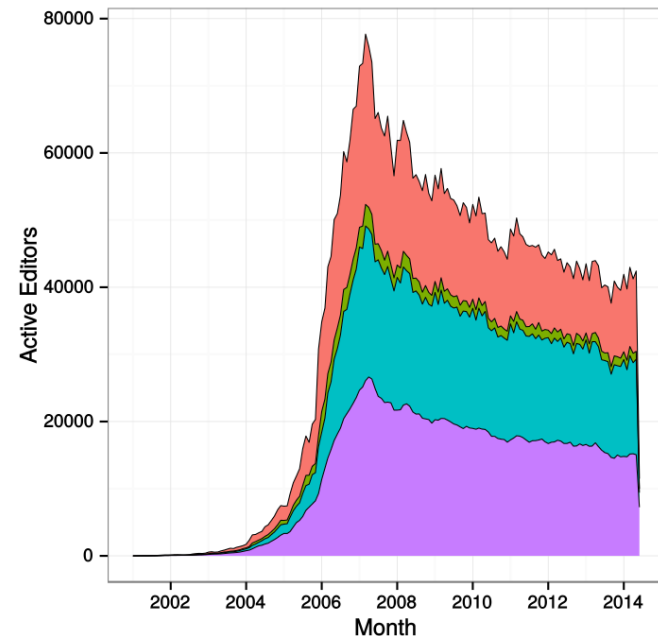
Previously registered users who either **remained active** or **were reactivated** in a month.

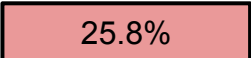

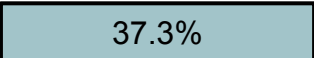
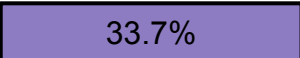
Rolling monthly active editors



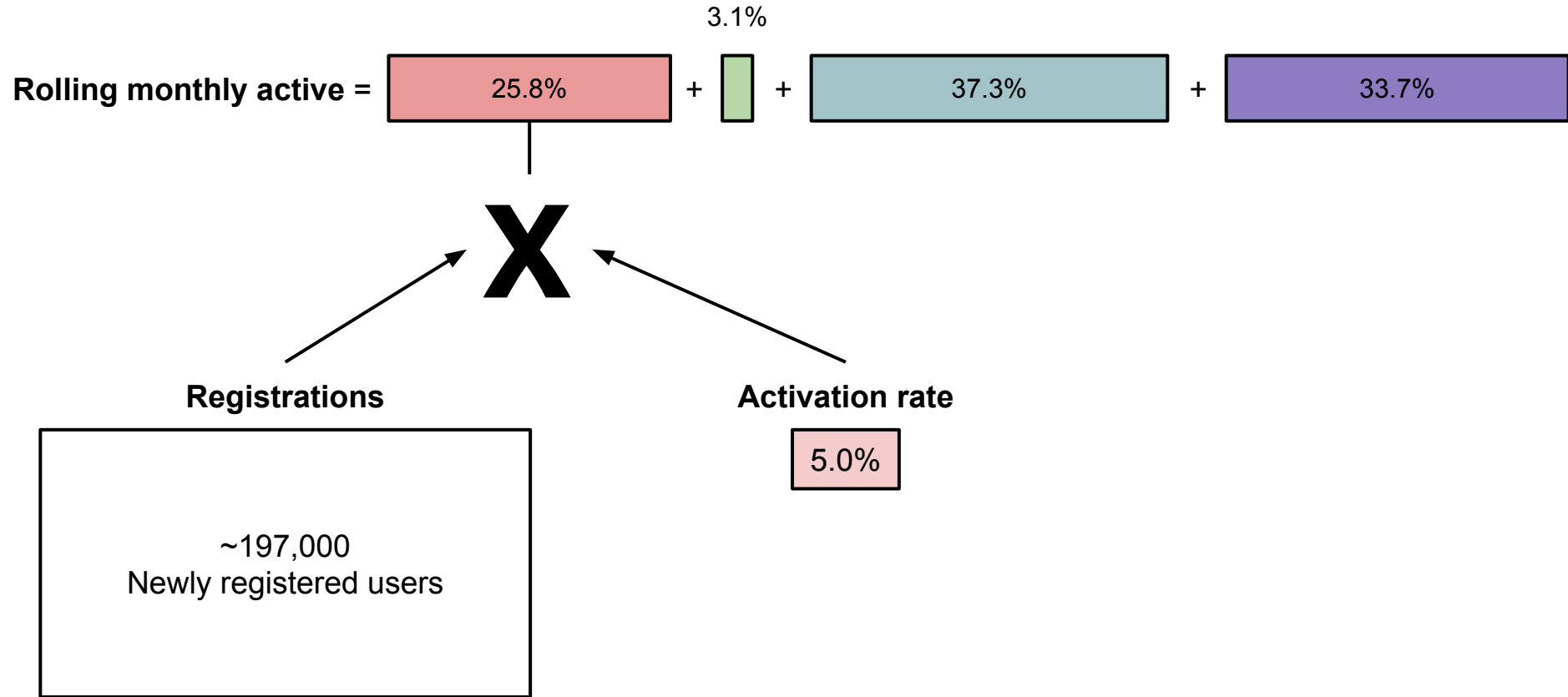
Rolling monthly active editors

English Wikipedia

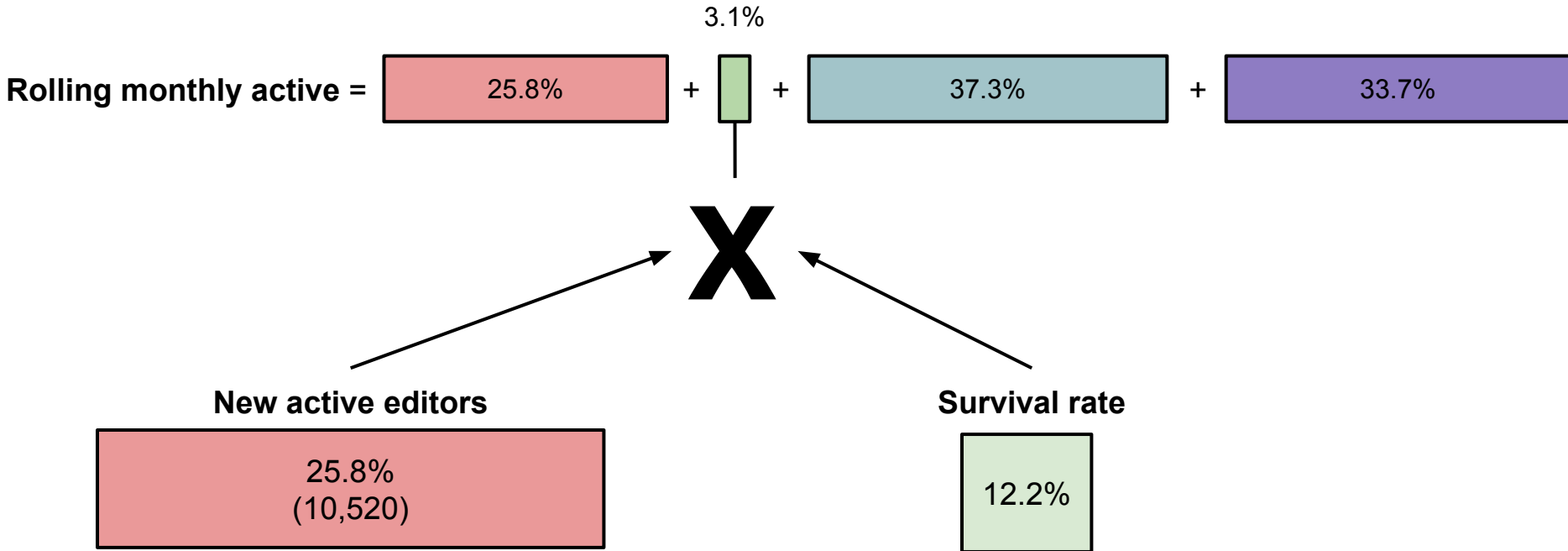


Rolling monthly active =  25.8% +  3.1% +  37.3% +  33.7%

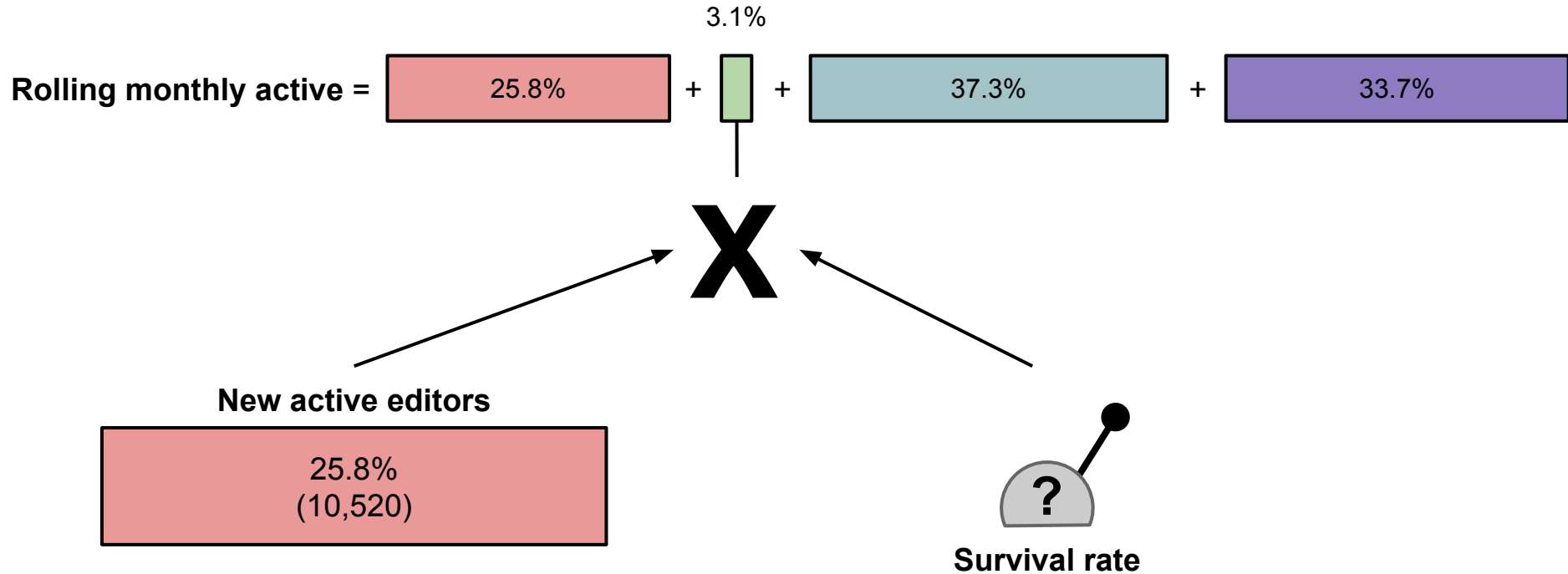
Breaking it down



Breaking it down



Breaking it down



ALGEBRA

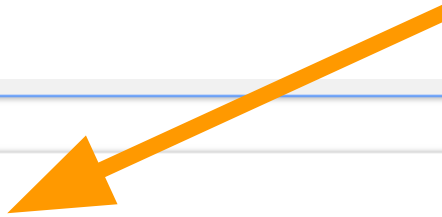
when am I ever

when am i ever **going to use this**

when am i ever **going to use algebra**

when am i ever **going to use calculus**

when am i ever **going to use this poster**



ALGEBRA

```

total_active = new_active          + surviving_new_active          + recurring_old_active          + reactivated
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total_active = reg      * activation_rate + new_active * survival_rate + recurring_old_active * survival_rate + reactivated
total_active = reg      * activation_rate + new_active * X          + ((new_active * X) + ((new_active * X + old_active + reactivated) *
survival_rate) + reactivated) * survival_rate + reactivated
43481.75      = 210835 * 0.05305          + 11185 * X          + ((11185      * X) + ((11185      * X + 15028 + 13880)          *
0.4989      ) + 13880      ) * 0.4989          + 13880
(43481.75 - 13880)
29601.75      = 210835 * 0.05305          + 11185 * X          + ((11185      * X) + ((11185      * X + 15028 + 13880)          *
0.4989      ) + 13880      ) * 0.4989
(29601.75 / 0.4989)
59334.03      = 210835 * 0.05305/0.4989 + 11185 * X / 0.4989 + (11185      * X) + ((11185      * X + 15028 + 13880)          *
0.4989      ) + 13880
= 22418.92          + X * 22419.32          + X * 11185          + (X * 11185 + 15028 + 13880)          *
0.4989          + 13880
(22418.92 + 13880)
= 36298.92          + X * 22419.32          + X * 11185          + (X * 11185 + 15028 + 13880)          *
0.4989
(59334 - 36298.92)
23035.08      = X * 22419.32          + X * 11185          + (X * 11185 + 15028 + 13880)          *
(23035.08/0.4989)
46171.74      = X * 22419.32 / 0.4989 + X * 11185 / 0.4989 + X * 11185 + 15028 + 13880
= X * 44937.5          + X * 22419.32          + X * 11185 + 15028 + 13880
= X * 44937.5          + X * 22419.32          + X * 11185 + 28908
(46171.74-28908)
17263.74      = X * 44937.5          + X * 22419.32          + X * 11185
= X * (44937.5 + 22419.32 + 11185)
= X * 78541.82
(17263.74/78541.82)
0.2198032     = X

```

ALGEBRA

total_active = new_active + surviving_new_active + recurring_old_active + reactivated

total_active = reg *
total_active = reg *
survival_rate) + reactiv
43481.75 = 210835 *
0.4989) + 13880
(43481.75 - 13880)
29601.75 = 210835 *
0.4989) + 13880
(29601.75 / 0.4989)
59334.03 = 210835 *
0.4989) + 13880
= 22418.92
0.4989 + 13880
(22418.92
= 36298.92
0.4989
(59334 - 36298.92)
23035.08 = X * 22419
(23035.08/0.4989)
46171.74 = X * 22419
= X * 44937
= X * 44937
(46171.74-28908)
17263.74 = X * 44937
= X * (44937
= X * 78541
(17263.74/78541.82)
0.2198032 = X

Goal: Total active editors + 2500

Means:

- registrations: +32,361
- activation rate: +0.81%
- survival rate: +10.2%