The Editor Model™

one metric to rule them all

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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?
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

https://meta.wikimedia.org/wiki/Research:Rolling_monthly_active_editor
Rolling monthly active editors

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>New active</td>
<td>25.8%</td>
</tr>
<tr>
<td>Surviving new active</td>
<td>3.1%</td>
</tr>
<tr>
<td>Recurring old active</td>
<td>37.3%</td>
</tr>
<tr>
<td>Re-activated</td>
<td>33.7%</td>
</tr>
</tbody>
</table>

Rolling monthly active = 25.8% + 3.1% + 37.3% + 33.7%
Breaking it down

\[
\text{Rolling monthly active} = 25.8\% + 3.1\% + 37.3\% + 33.7\% \times \text{Registrations} \times 5.0\%
\]

\sim 197,000
Newly registered users
Breaking it down

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

New active editors = 25.8% (10,520)

Survival rate = 12.2%
Breaking it down

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

New active editors 25.8% (10,520)

Survival rate
A L G E B R A
total_active = new_active               + surviving_new_active       + recurring_old_active                 + reactivated
------------------------------------------------------------------------------------------------------------------------------------
total_active = reg    * activation_rate + new_active * survival_rate + recurring_old_active * survival_rate + 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
(59334 - 36298.92)
23035.08     = X * 22419.32             + X * 11185           + (X * 11185 + 15028 + 13880)                  * 0.4989
(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
Goal: Total active editors + 2500

Means:

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