

Research *as a story*

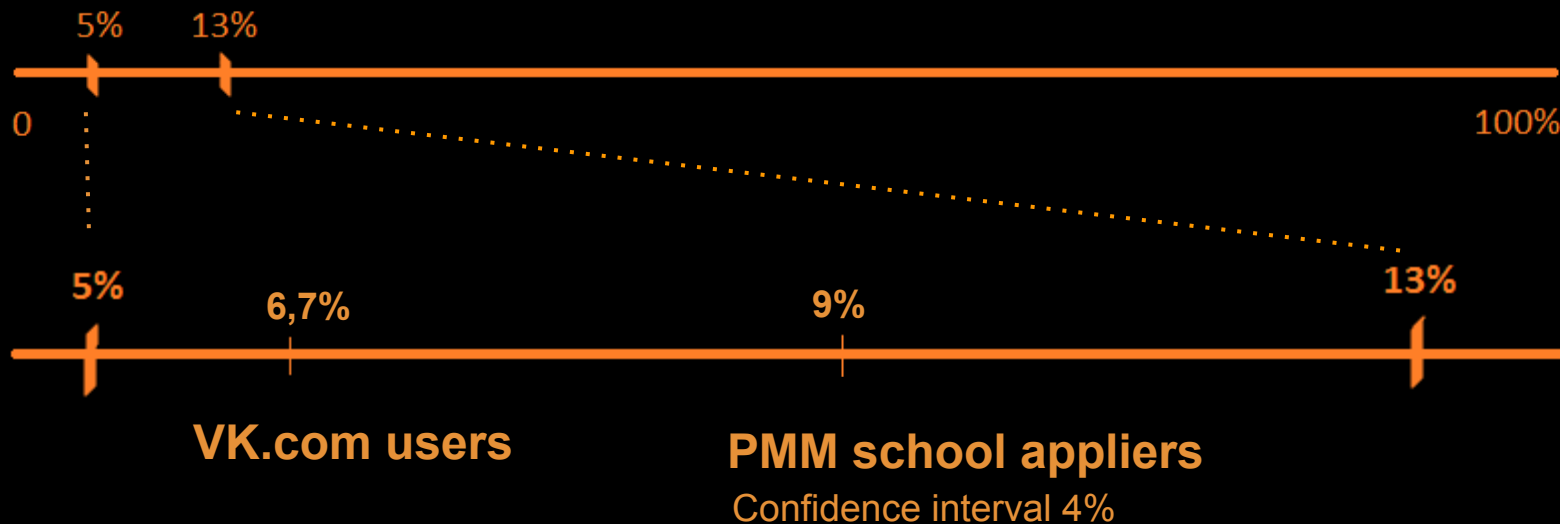
Bring data to the masses
and make data-driven decision a reality

#1 The Story About You

205

Alexander
Aleksandra
Anastasia
Marina
Dmitriy
Eugene
Anna
Ekaterina
Yuriy
Alexey
Kirill
Arthur
Daria
Ruslan
Igor
Maria
Ksenia
Ivan
Stanislav
Pavel
Nikita
Vasiliy
Arsenii
Damin
Julia
Nadezhda
Mirey
Svetlana
Sergey
Irina
Tatiana
Violetta
Yakov
Darkhan
Romil
Uliana
Natalia
Vladislava
Gregory
Maxim
Konstantin
Leonid
Andrey
Oleg
Anton
Vadim
Boris
Denis
Valentin
Egor
Victoria
Elena
Polina
Roman
Yury
Alena
Semen
Diana
Lev
Mikhail
Vladimir
Viacheslav
Yaroslav
Inna
Danil
Viktor
Yana
Antim
Alex
Timur
Rustam
Erik
Fedor
Daniel
Evgeniya

Alexander



A word cloud featuring names in various colors and orientations on a black background. The names are: Polina (red), Yury (orange), Anastasia (yellow), Yana (yellow), Igor (red), Alexander (orange), Paulliya (red), Vladislava (teal), Daniel (orange), Uliana (teal), Marina (teal), Alexey (teal), Anna (teal), Olga (orange), Ivan (orange), and Alexander (orange).

Polina

Yury

Anastasia

Yana

Igor

Alexander

Paulliya

Vladislava

Daniel

Uliana

Marina

Alexey

Anna

Olga

Ivan

Alexander

Petr TYMANOV

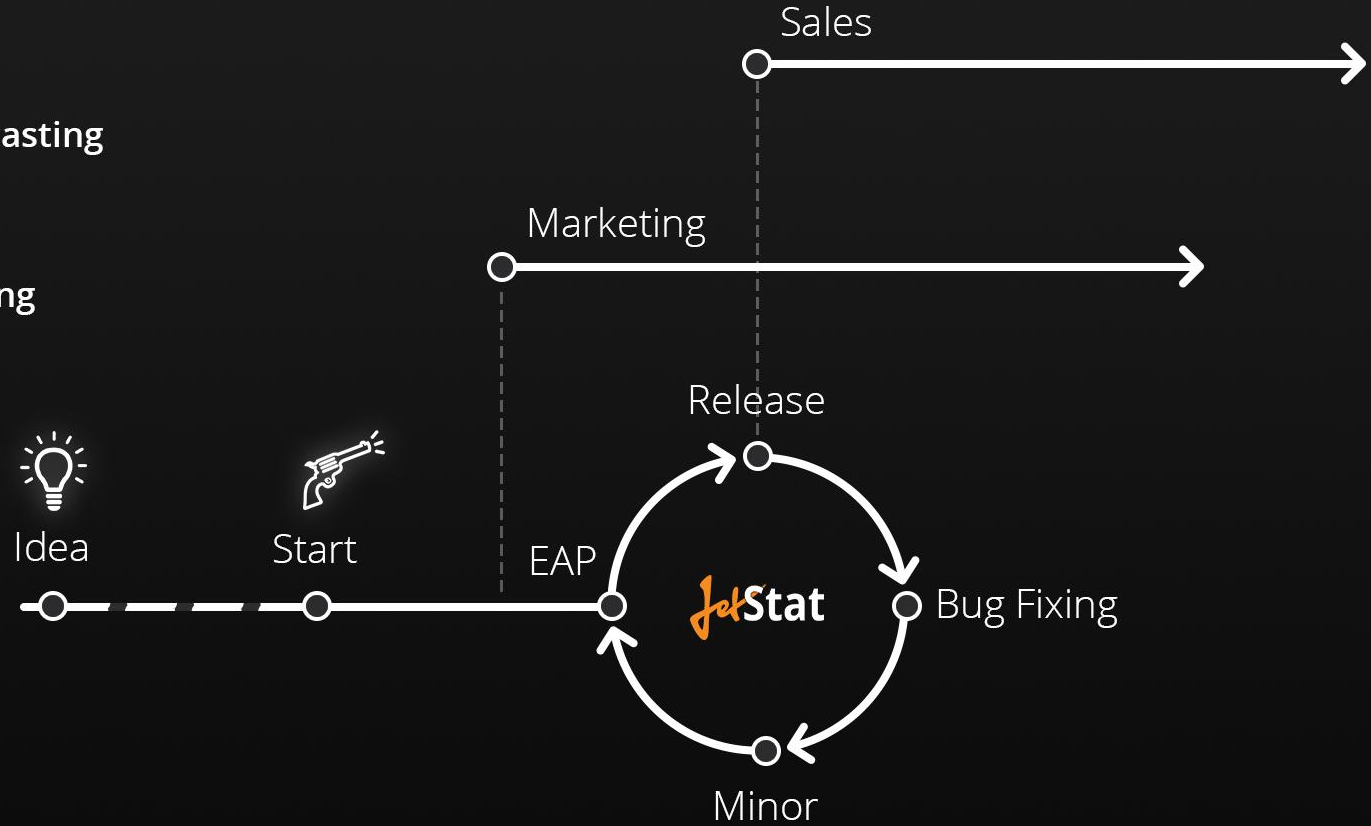
85%

TYMANOV Petr

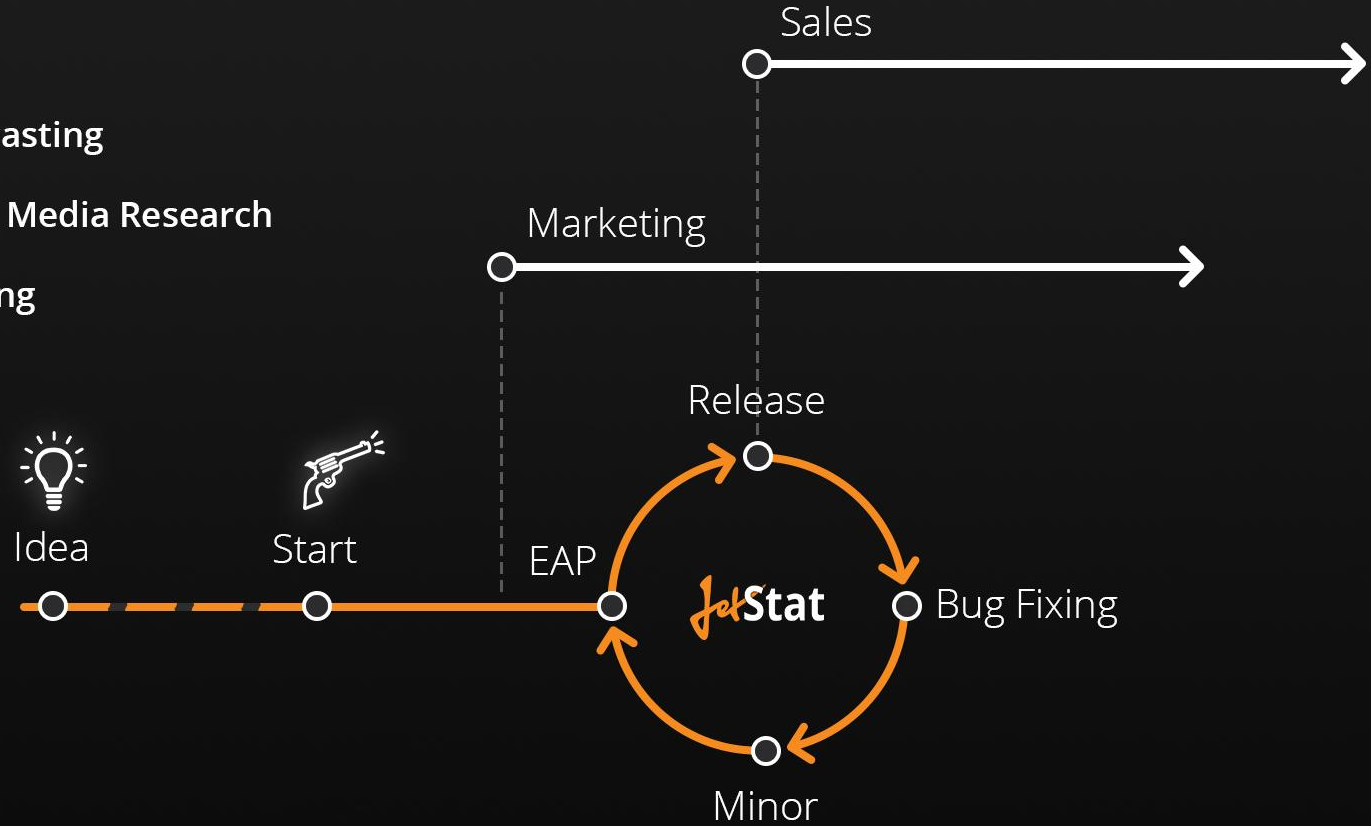
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#2 The Story About Us

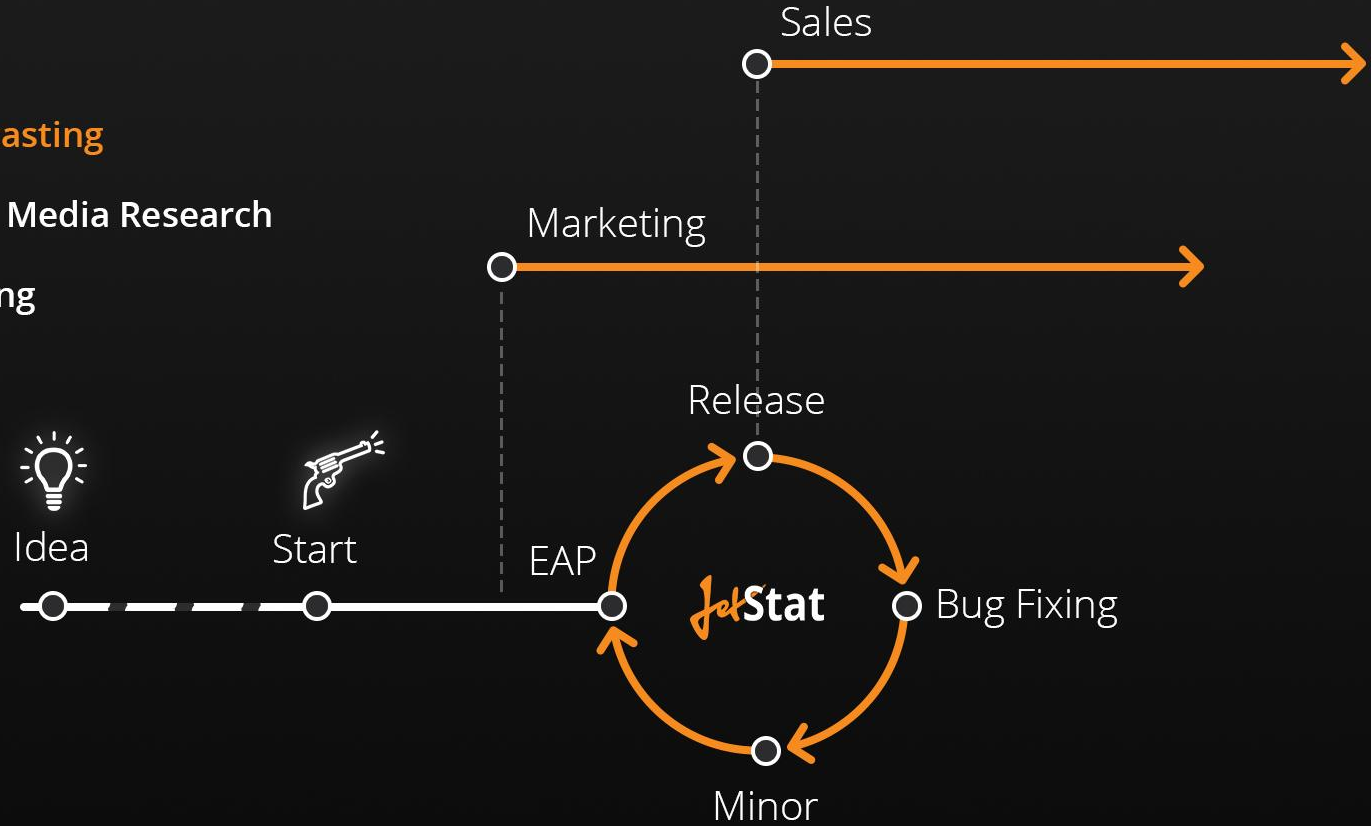
- ① Data source
- ② Technological
- ③ Pricing & Forecasting
- ④ Surveys
- ⑤ E-mail Marketing



- ① Data source
- ② Technological
- ③ Pricing & Forecasting
- ④ Surveys, Social Media Research
- ⑤ E-mail Marketing



- ① Data source
- ② Technological
- ③ Pricing & Forecasting
- ④ Surveys, Social Media Research
- ⑤ E-mail Marketing



#3 The Story of How We Tell Stories



STOP

STOP



Goals
Decisions
Result description

INTERNAL PUBLIC SURVEY
REPORTS
NATIONAL DATA
RURAL DATA
SPORTS
CIVIL MEDIA
RESULTS
HER

#Research Methods

Primary research

- Surveys
- Methods of expert estimation
- Experiments

Secondary research

- Analysis of internal and external statistical data
- Overview of reports and research results
- Content analysis
- Quantitative text analysis



#Data Analysis Methods

- Frequency
- Regression
- Cluster
- Factor
- Forecasting (ARIMA)
- NLP



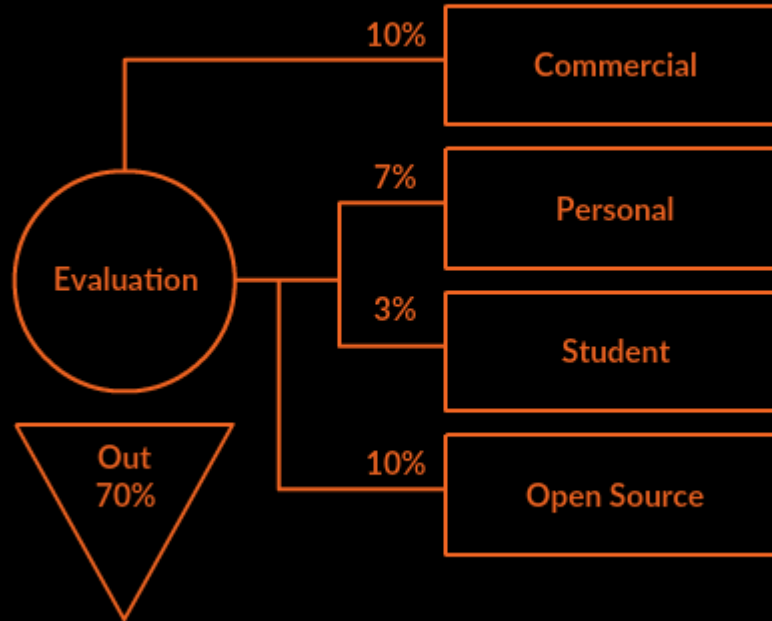
#Product Analytics

#Cross Usage*

	Product 1	Product 2	Product 3	Product 4	
	100%	6%	4%	13%	Product 1
Product 2	7%	100%	9%	60%	Product 2
Product 3	20%	5%	100%	31%	Product 3
Product 4	4%	2%	1%	100%	Product 4

*Data on the chart is not actual company data

#Transfer of users*



*Data on the chart is not actual company data



#Market Analytics

#Upper and Lower Bounds

How many users of specific programming language in the world?



#Extrapolation

**Total number of
users**

2,355,139

19,000,000

**Number of
Python
developers**

229,909

1,843,000

**% of developers
who use python**

9,7%

9,7%

#Aggregation

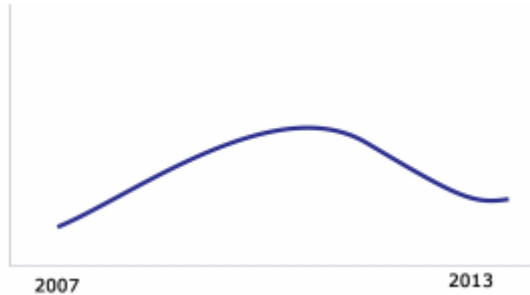


Google Trends

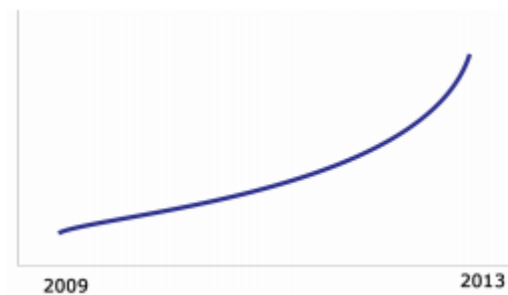


WIKIPEDIA
The Free Encyclopedia

ASP .NET AJAX



Azure





facts

we learned before bringing you
cross-platform IDE for C and C++

CLion

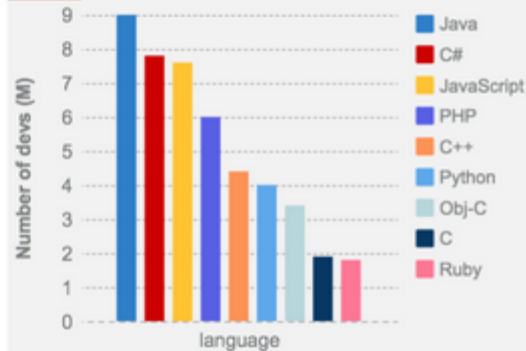
~4.4 million C++ devs
~1.9 million C devs

There are 4.4 million C++ developers and
nearly 2 million C developers in the world.



#1

#2

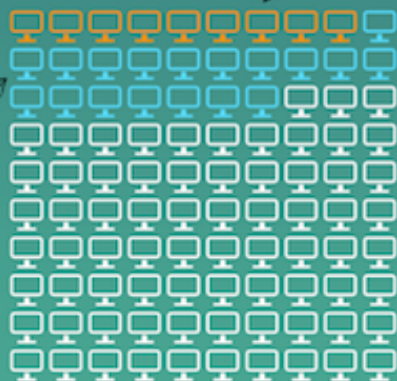




JavaScript Developer Survey Results 2014



18% of respondents use IntelliJ IDEA



8,9% of respondents mentioned WebStorm as IDE of their choice

WebStorm IntelliJ IDEA Other Editors and IDEs

IDEs
and Editors
2014

blog.jetbrains.com

#4 The Story of Relationship. Research as a service

5 STAGES OF DATA-DRIVEN MARKETING

DATA
SHMATA.



TOM
FISH
BURNE

DENIAL

ANALYTICS
IS THE
DEATH OF
CREATIVITY.



ANGER

CAN'T WE
JUST TWEAK
THE MODEL
TO GET A
DIFFERENT
RESULT?



BARGAINING

SINCE
WHEN DID
MARKETING
REQUIRE SO
MUCH
MATH?



DEPRESSION

I ACCEPT
DATA THAT
SUPPORTS
WHATEVER
I PLANNED
TO DO
ALREADY.



ACCEPTANCE

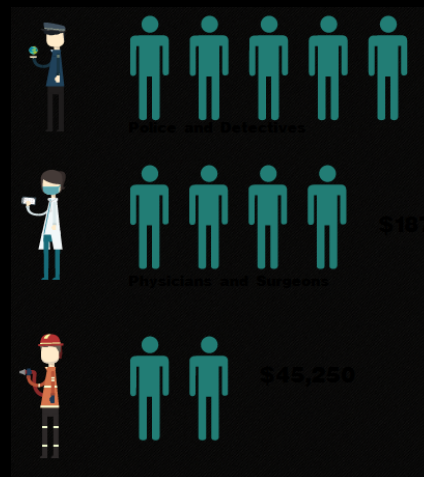
#5 The Story of Everything



RUSSIA



USA





20/80

AVG Age

PHP 28

C# 31

Delphi 36

Maria Antropova
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