mixpanel

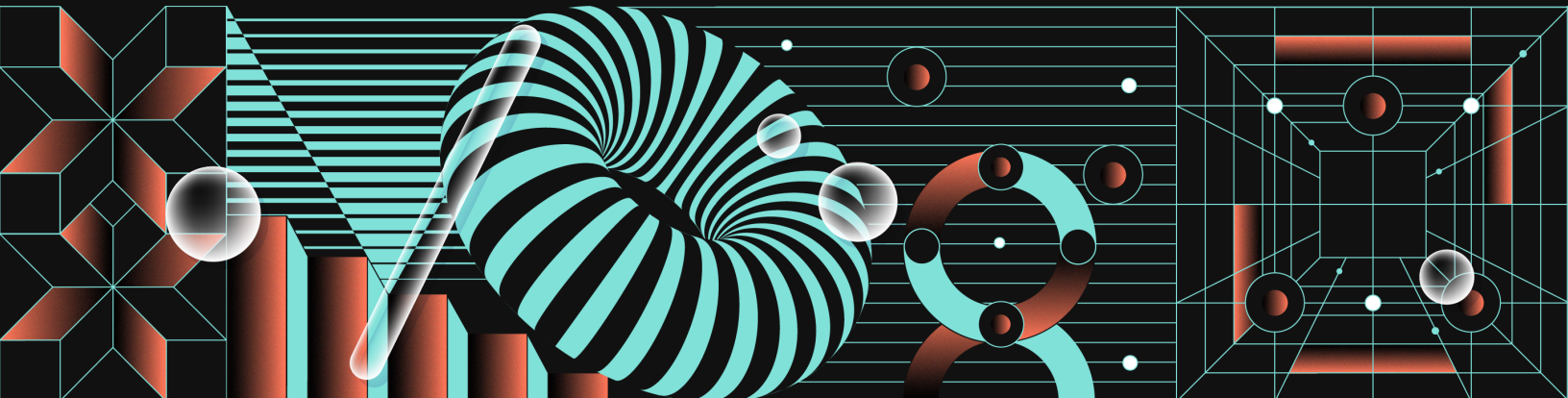# Frequently Asked Queries

Global benchmarks for how product teams
analyze product data and user behavior.

Data is key to building great products. The more you know about how people use your product, the better equipped you are to innovate and refine it. But for product practitioners in the trenches, how (and when) does analysis actually get done? And how exactly do top teams analyze their product data?

This is the short version of our full report to show you the key trends we discovered when looking at what people actually do with their data.

Data-Curious

These users have added a filter or breakdown to a report on at least 3 but fewer than 30 unique days over the last 3 months. Data informs their product decisions but doesn't propel them forward in an iterative or systematic way.

Data-Informed

These are the top 10% of users, who have added a filter or breakdown to a report on 30 or more unique days over the last 3 months. Data is the compass for nearly all of their product decisions.

01

Engagement analysis reigns supreme

Engagement analysis (Insights) is used 3x more often than all other reports and accounts for more than two-third of all analysis. Engagement analysis is also saved, added to a dashboard, shared, or exported 2x more than any other report.

Engagement analysis helps you get a high-level pulse on what's happening with your product, but for actionable insights that serve Data-Informed product development, you need to go deeper with purpose-built reports. For example, conversion analysis (Funnels) can help teams figure out what's driving signups, while user analysis (Explore) gives you an understanding of who your users are, retention analysis (Retention) sheds light on what keeps users coming back, and user journey analysis (Flows) can reveal what a user did prior to adopting a feature or upgrading.

Report query

Insights	67%	
Funnels	18%	
Explore	6%	
Retention	5%	
Flows	3%	

Reports are saved, added to dashboard, shared or exported

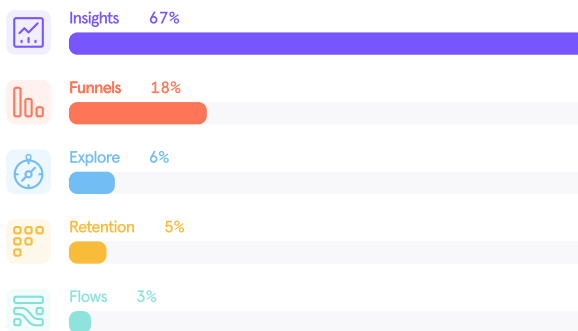|		
Insights	52%	
Funnels	26%	
Explore	8%	
Retention	3%	
Flows	1%	

Data-Curious

▶ Run around 7 queries per day

▶ When they log in, only 2 sessions per day

▶ Spend less than 5 minutes per session

▶ View, create and save 13 queries per day

▶ Achieve value in a shorter time (3.5 minutes)

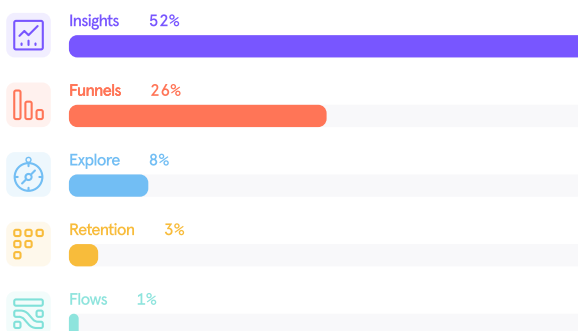▶ Segment their analysis in 3 different ways (add filter, edit filter, add breakdowns, etc.)

Data-Informed

▶ Run around 20 queries per day

▶ Minimum of 4 sessions per day

▶ Spend over 10 minutes per session

▶ View, create and save nearly 40 queries per day

▶ Take longer to achieve value, at 4.3 minutes

▶ Segment their analysis in 5 different ways (add filter, edit filter, add breakdowns, etc.)

02

Data-Informed users are spontaneous with their data

Data-Informed users run more than twice as many queries per day than Data-Curious users. Data-Informed users are also more spontaneous, deliberate, and curious about their data, as evidenced by the fact that they view, create and save queries 3x more than Data-Curious users do. In addition, Data-Informed users engage with their product data more often and in longer sessions, answering questions as they arise and allowing their curiosity to lead them from one question to another.
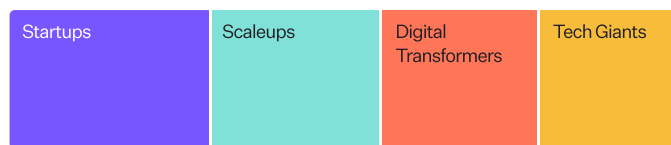
The real key to Data-Informed product development is consistency. Regularly spending time with your data (even in short bursts) will help you become more comfortable with the numbers and help you identify important trends.
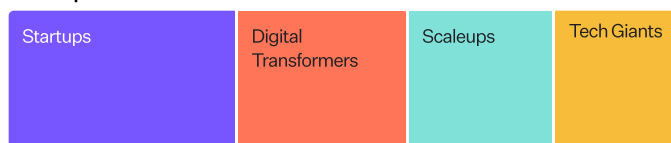
03

Startups run, save, and view queries the most often

Additionally, they run retention analysis more than any other segment. Startups have the most to learn. They have to make quick decisions and rapidly experiment with their product to achieve product-market fit, often with limited resources and in highly competitive markets. As a result, they stand to benefit the most by using data to guide their business.
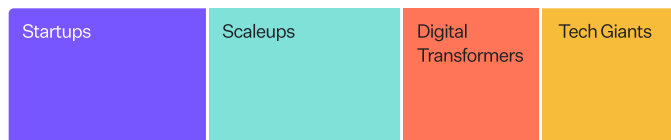
Viewed report

| Startups | Scaleups | Digital Transformers | Tech Giants |

Ran report

| Startups | Digital Transformers | Scaleups | Tech Giants |

Saved report

| Startups | Scaleups | Digital Transformers | Tech Giants |

90th percentile

Data-Curious

\# of filters used
4

\# of breakdowns used
1.3

Data-Informed

\# of filters used
4

\# of breakdowns used
1.3

Median user

Data-Curious

\# of filters used
1.6

\# of breakdowns used
1

Data-Informed

\# of filters used
1.6

\# of breakdowns used
1

04

Simple analyses can be incredibly effective

Sophisticated users of data are more likely to use more filters and breakdowns in their analysis. In fact, the 90th perc
apply 4+ filters as opposed to a median user that applies 1.9 filters, and they also apply 30% more breakdowns (compared to the average user who only applies 1 breakdown and 2 filters to their reports).

Data-Informed users take a sophisticated approach to analysis, using filters and breakdowns to leverage every bit—or byte—of data they can. While many answers can be discovered through simple analysis, segmenting your data may be the key that unlocks game-changing insights.

05

Cohort analysis and custom properties = better customer experiences

Data-Informed users save and update cohorts—groups of their most important users—7x more often than Data-Curious users. They're also twice as likely to use custom events and properties. Such analyses inform decisions across product development, onboarding, and product education.

As data dependency grows, so does the reliance on cohorts and advanced ways of doing analysis. To become a more sophisticated user of product analytics, compare your data through the lens of different groups of users and use custom events and properties to create metrics that weren't possible before.

Data-Informed
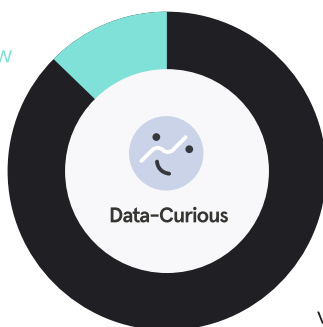
save 4 cohorts
per year

update cohorts 200 times
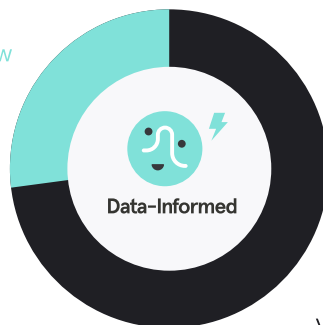per year

update cohorts 7x more
then Data-Curious users

use cohorts in reports 4x more then Data-Curious users

17%
create new

83%
view existing

Data-Curious

28%
create new

72%
view existing

Data-Informed

06

Build once, use over and over again

People love viewing analysis. But creating it is a whole other prospect. Our analysis shows the majority of insights come from reports and dashboards already built —Data-Curious and Data-Informed users view existing analysis over creating new reports more than 70% of the time.

If we can give you one piece of product analysis advice, it's this: Take the time to build your core reports well. When those reports are dialed in, you can be confident that everyone throughout your company is benefiting from evergreen reporting that they can use time and time again to answer common questions.

Becoming a product analytics pro isn't just about creating massive dashboards with fancy visualizations. It's about letting your curiosity lead you to a deeper understanding of your product and your users—and using what you find to fuel iterative development that drives them both forward.