Metrics:

//How well recommend profiles 🡪 determined by a lot of factors: % match, conversation,

Do they start messaging, and who

* //User specific
* From all matches: how many people started messaging

average length of conversations,

* Amount of messages, per day, per conversation

active conversations,

* Amount of conversations talked in and it doesn’t matter who (distinct conversation\_id), for a manually determined time,

How many users,

How many active users -> yesterday or days before.

* Open the app (perhaps change a view) 🡪 Check if already was active
  + - * Yes: do nothing
      * No: insert active row

Determine: every minute? Every day? Sebi thinks every day

How fancy, how well does it look? 🡪 the metrics itself

Different table