# Classification of key user persona’s attributes.

Connectivity (Implicit). *What can be derived from this info?*

* Groups joined
* Connections
* Follows

Engagement (Implicit). *What can be derived from this info?*

* Likes
* Comments
* Messages

Demographics/Cultural

* Age
* Date of birth
* Zodiac sign
* Language
* Religion
* Political

Location

* Address
* Country

Social

* Earnings

Professional

* Education
* Job title
* Aspirations

Interests/preferences

* Technology
* Favorite color

Physical

* Height
* Weight
* Blood type

Possessions

* Vehicle
* Property