Case Study - Daily Hunt

Dailyhunt, a recent addition to the 'unicorn' club, with a valuation of over $1 billion, is one of the biggest leaders in the news aggregator industry, with over 100 million downloads on the Google Play store.
With an MAU (monthly active users) of a massive 263 million, the platform curates news and updates in 14 vernacular Indian languages, in both text and video formats. As recorded in June 2019, the page has 19 billion monthly views.

According to a KPMG and Google report (2017), the number of Indian language internet users is growing at a CAGR of 18% and is expected to hit 536 million by 2021. In contrast, the English-language user base is growing at 3% and is expected to reach 199 million by 2021.

Here is a statistical fact supporting the findings:
Almost 90% of its 263 million users use the platform in regional languages.

In addition to growing its user base for vernacular languages, it is investing heavily in AI and ML solutions to personalize the content for its users. With 100K content partners and creators who publish 250K news and content pieces every day in 14 languages and a massive user base for feedback, one can imagine the power of its recommendation engine; its CTR (click-through rate) has gone from 7% to 16% and the DAU/MAU ratio has gone up from 28% to 38%.

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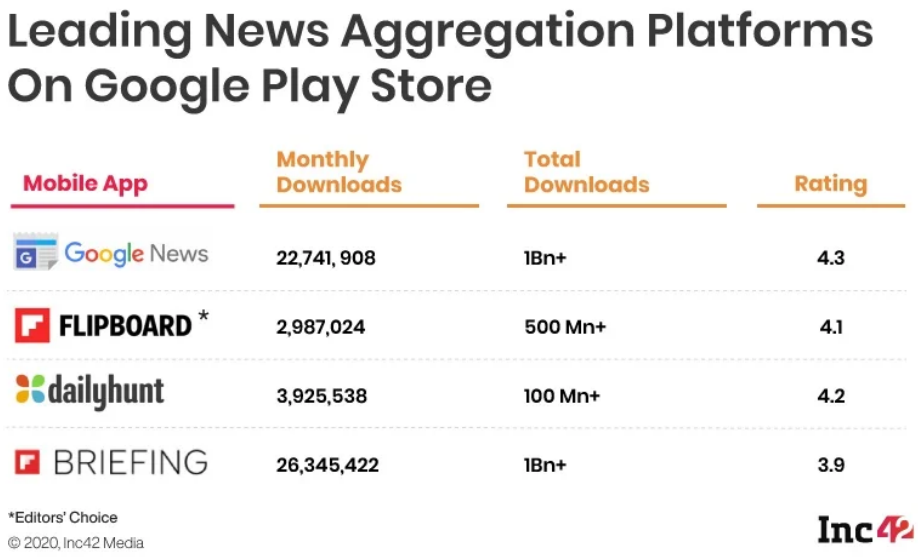
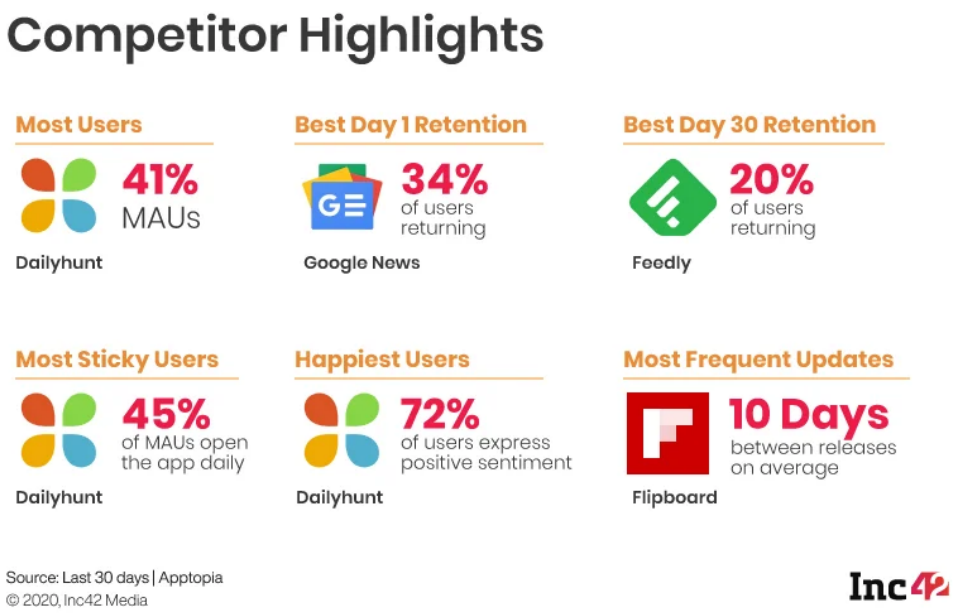
Google News, Flipboard, Inshorts, and Dailyhunt are the leading news aggregation platforms on Google Play Store.



Source - Inc45

But according to an app intelligence provider Apptopia, Dailyhunt leads this space in terms of MAU, happiest users, and new users.



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Business Objective

The vision of Dailyhunt is to become:

"The Indic platform empowering a billion Indians to discover, consume, and socialize with content that informs, enriches and entertains."

Keeping in line with this vision, Dailyhunt aims to reach an MAU of 500 million across 600 Indian districts by 2023 (up from 400 districts today, where its 263 million MAU come from). During this expansion, user engagement needs to be maintained or further improved (DAU/MAU).

"For the next 10 years, we are going to be all about Bharat or India that does not speak English to start consuming content in a big way with smartphones", says **Virendra Gupta, founder and CEO of Dailyhunt.**

Source -

- We solved ML for vernacular Indian languages early on
- Daily Hunt's Journey
- Daily Hunt is curating a family of Mobile Apps
- DailyHunt: Dilemma of Future Direction
- Daily Hunt has 100M Indians hooked

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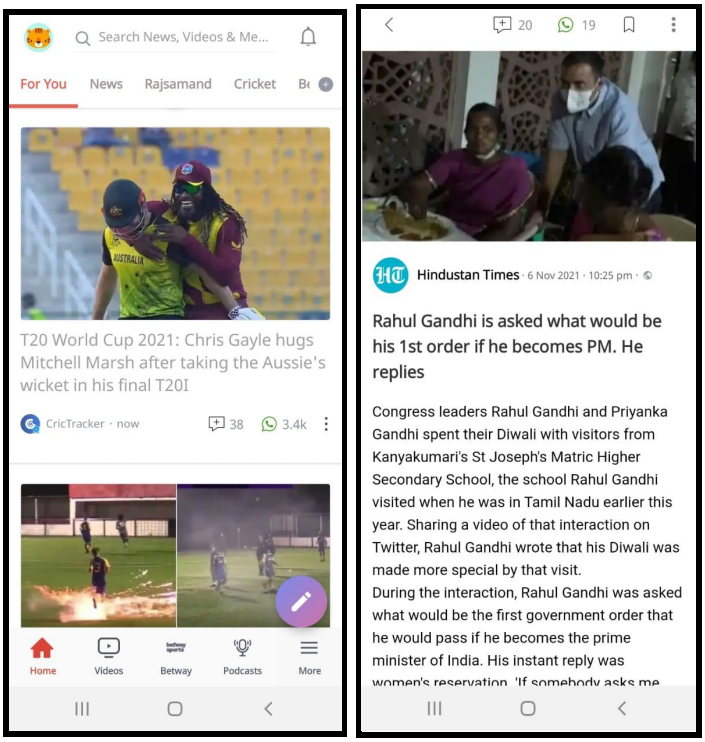
Problem Statement

Currently, the platform uses AI/ML to understand user behaviour and constructs personalized news feed accordingly.
The user gets to read headlines on their personalized feed and has the option to click on a given thumbnail to read the full article.



However, owing to the decreasing attention span of users and the growing popularity of short-form content, Dailyhunt is seeing a drop in user engagement on the platform.

As a newly hired PM at Dailyhunt, how would you leverage AI/ML to solve this problem in collaboration with the Data Science team?

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