OKMatch.com: Matching users for online dating using predictive analysis

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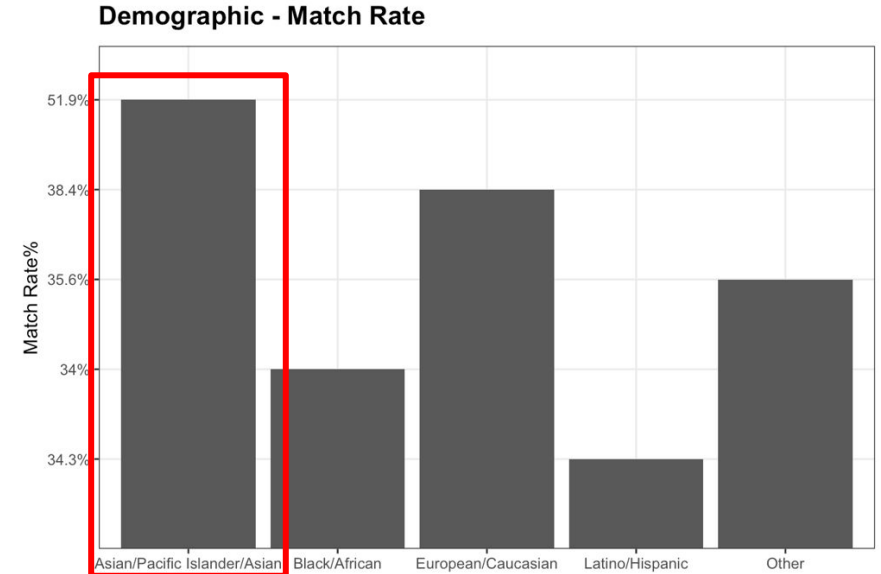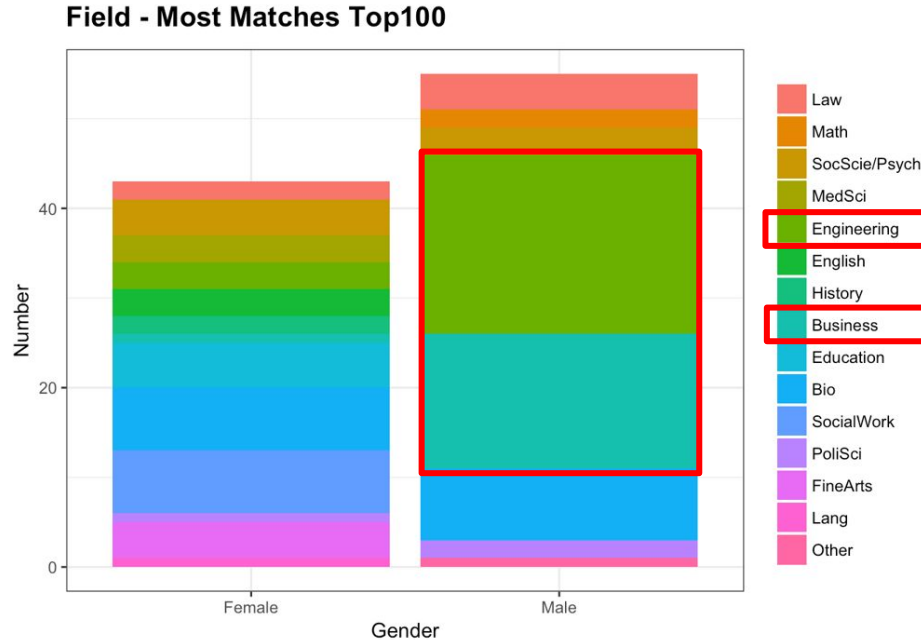
Three ways to improve matching on the platform

> Targeting the right type of person → increase probability of matches

> Improving the signup process → increase conversion rate and matches

> Improving the matching algorithm → increase quality of matches

Specific targeting will increase quantity and quality of matches

Field - Most Matches Top100

Legend: Law, Math, SocScie/Psych, MedSci, Engineering, English, History, Business, Education, Bio, SocialWork, PoliSci, FineArts, Lang, Other

Demographic - Match Rate

> The platform should target males studying business or engineering
> The platform should make sure to attract Asian/Pacific Islander/Asian-American individuals
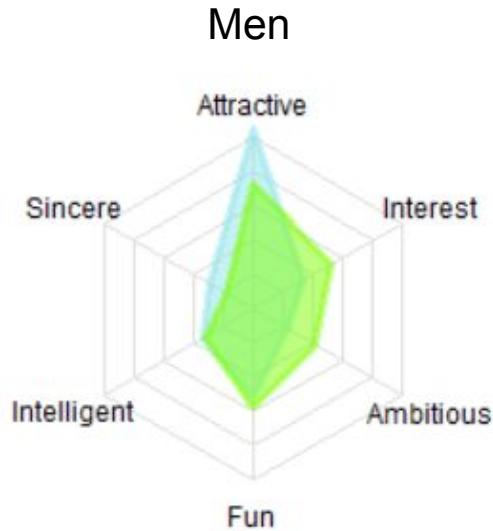
Shared interests drive a higher probability of match
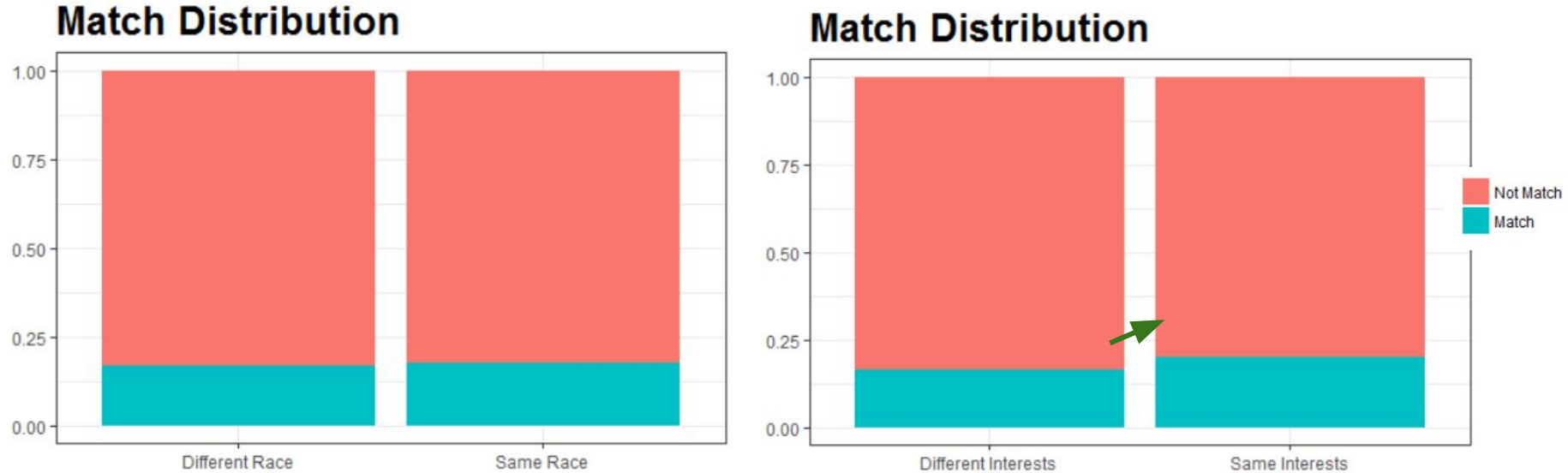
> The platform should target individuals that share the same interests (rather than demographics)
> For example, individuals sharing the same career aspirations are more likely to match

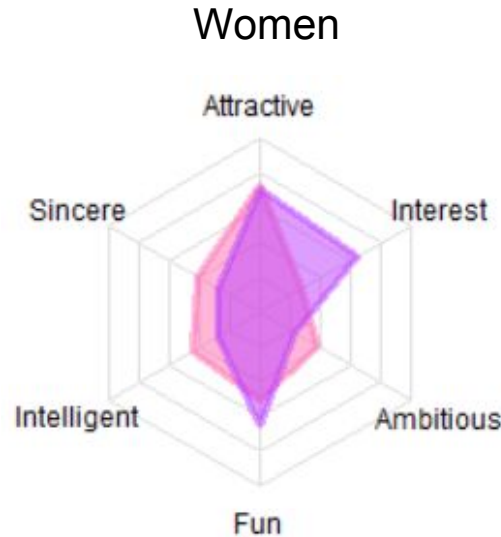# Facilitating the signup process will increase conversion rate

Impact of attributes on decision (average)
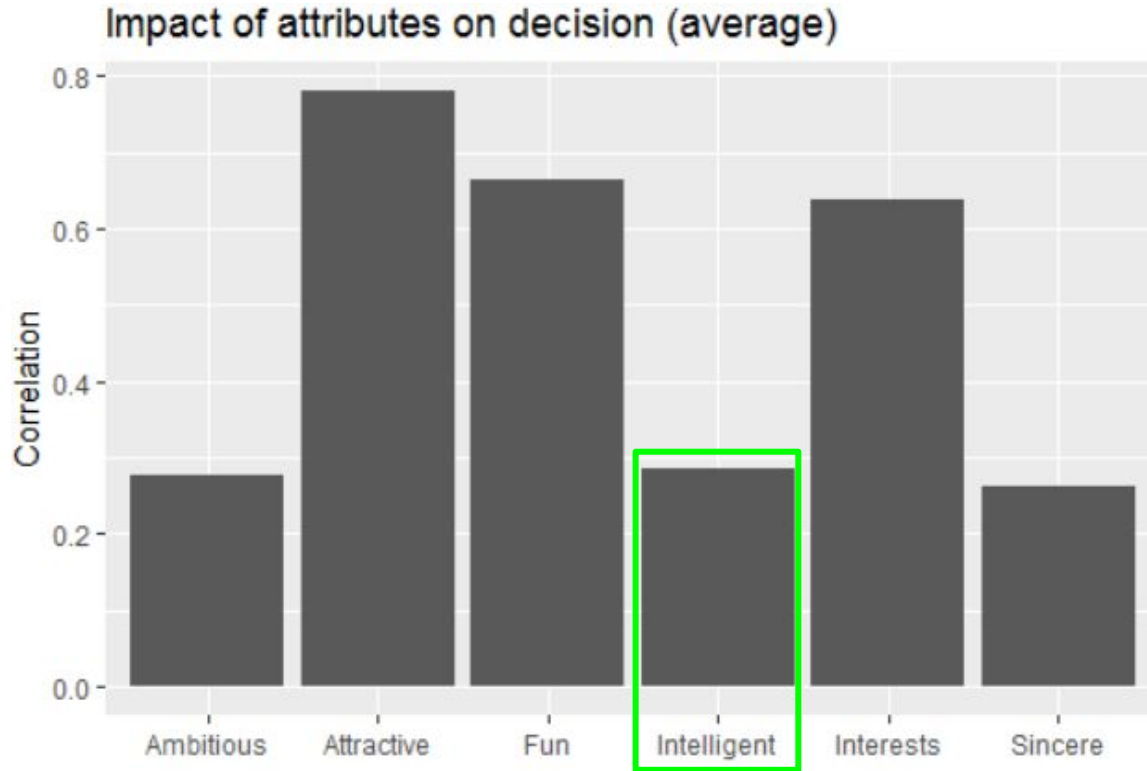
> Intelligence has a small impact on people's decision. We therefore recommend not to ask any detail on academics (school, GPA…)

Improving profile quality will increase probability of matches

Men

Attractive · Interest · Ambitious · Fun · Intelligent · Sincere

☐ Women Estimated Influence
☐ Actual Influence

Women

Attractive · Interest · Ambitious · Fun · Intelligent · Sincere

☐ Men Estimated Influence
☐ Actual Influence

> People have a poor understanding of what the opposite sex is looking for

> Give recommendations during profile creation (caption, profile picture) to better fit the other gender's preferences. This will **improve** the quality of profile, and therefore, the **number of matches**

A powerful matching algorithm will increase quality of matches

> Our model (kNN) predicted **67% of matches,** with a **98% accuracy**

> Our model does a better job at predicting non-matches than matches
   → **98.5%** of our predicted matches were actual matches

> Our model will result in **less matches, but higher quality matches**
   → This can become OKMatch.com's product differentiation

Thank you!

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