



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

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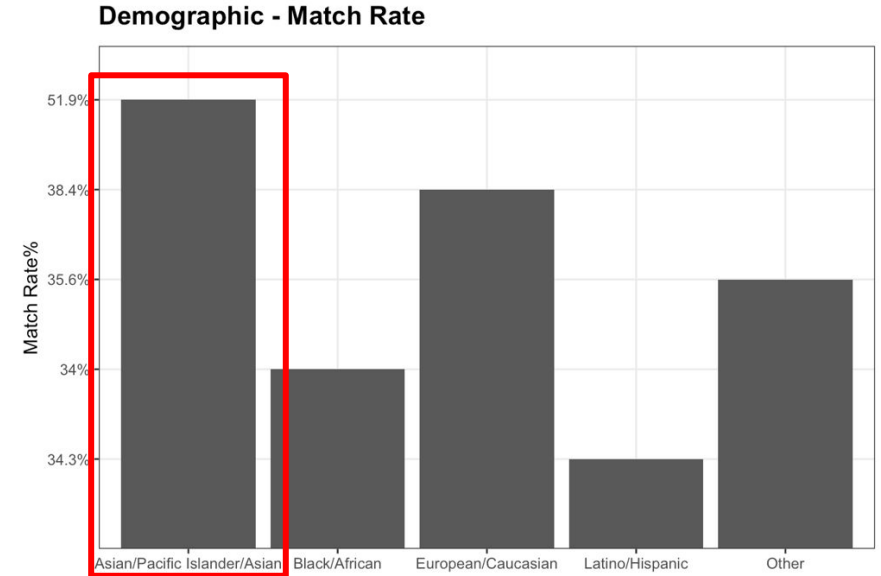
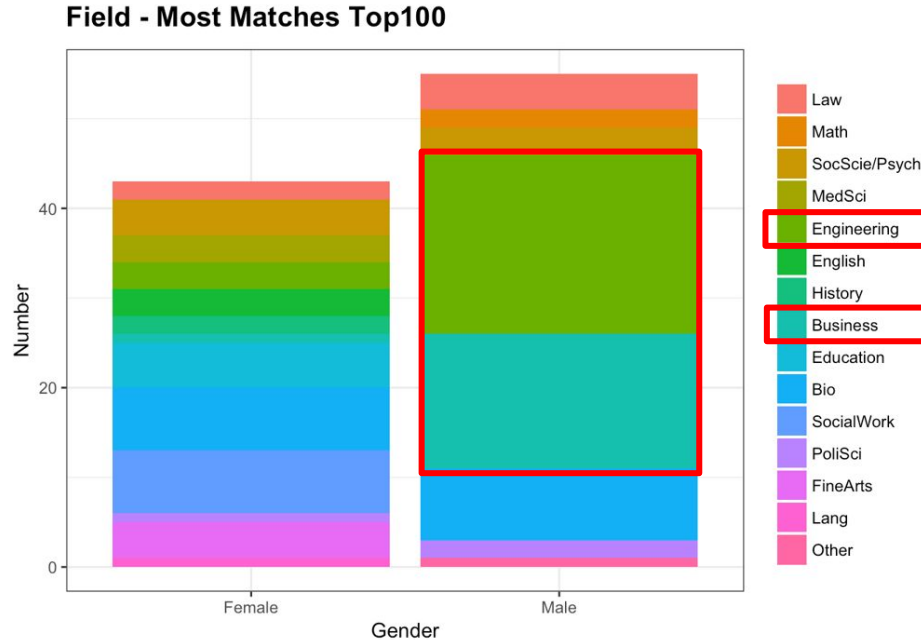
Three ways to improve matching on the platform

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

> Improving the signup process → increase conversion rate and matches

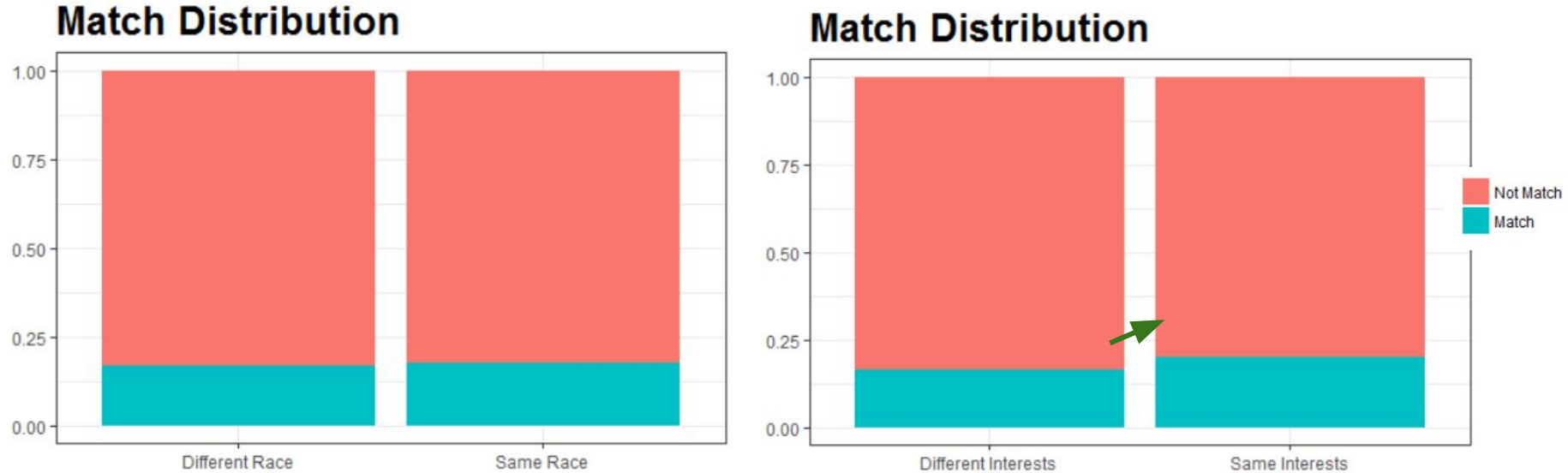
> Improving the matching algorithm → increase quality of matches

Specific targeting will increase quantity and quality of matches



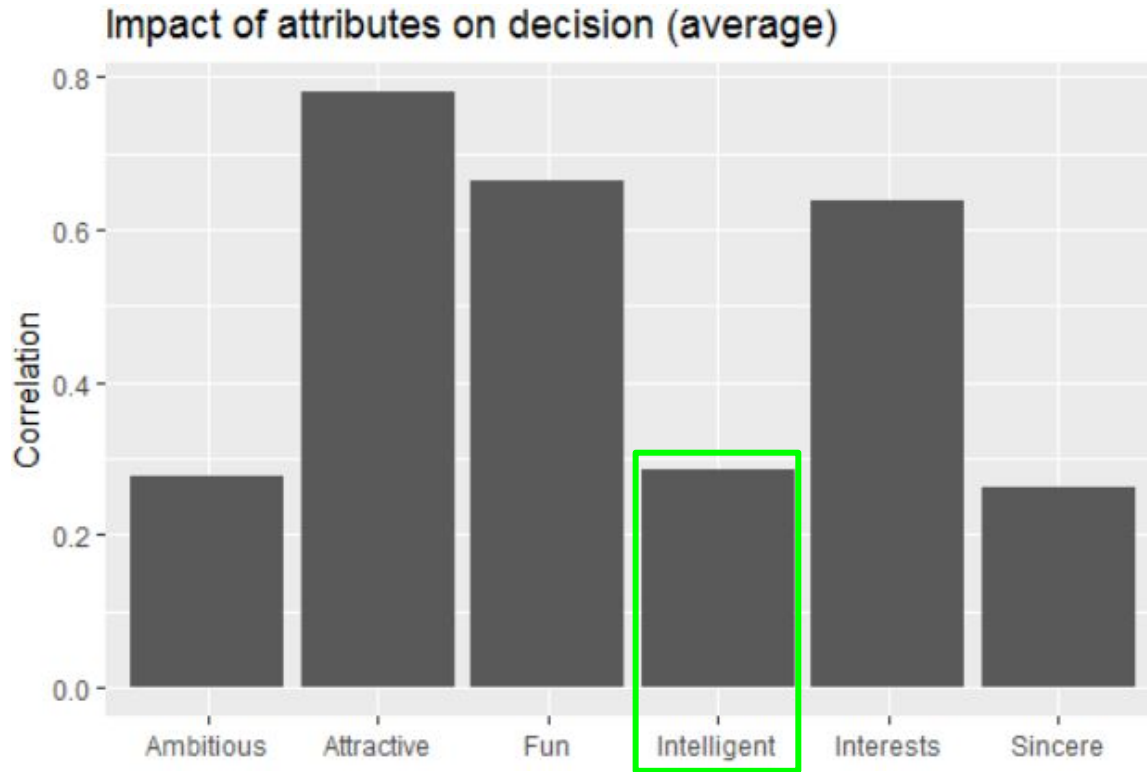
- > The platform should target males studying business or engineering
- > The platform should make sure to attract Asian/Pacific Islander/Asian-American individuals

Shared interests drive a higher probability of match



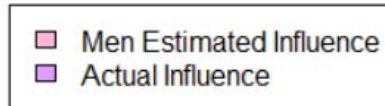
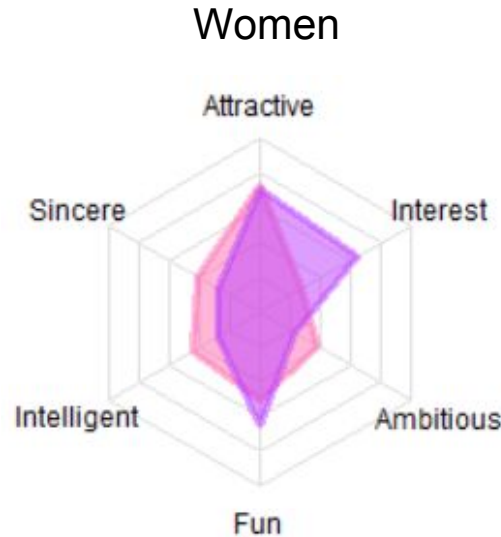
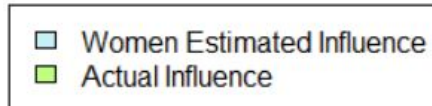
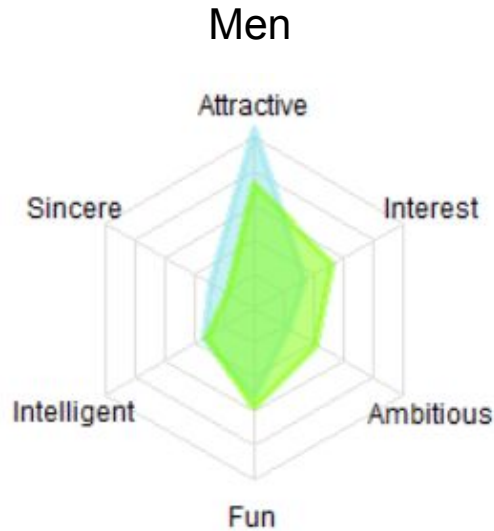
- > The platform should target individuals that share the same interests (rather than demographics)
- > For example, individuals sharing the same career aspirations are more likely to match

Facilitating the signup process will increase conversion rate



> 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



> 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 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

A romantic couple is shown from behind, embracing on a sandy beach at sunset. The man, wearing a blue denim shirt, is lifting the woman, who is wearing blue jeans. Her legs are raised in the air, and her long hair is blowing in the wind. The sun is low on the horizon, creating a warm, golden glow over the ocean and the couple. A red rectangular box is superimposed over the center of the image, containing the text "Thank you!".

Thank you!