Good afternoon, everyone. I’m delighted to have the opportunity to present my work during the internship period. My presentation is in four parts as shown here. Please feel free to interrupt me whenever you have any question.

Let’s start with a story. As I am a member in our insight team, this year our team’s goal is to increase the number of people to make contribution on Docs and Alex gives this task to me.

Firstly, take a look at this funnel, its data comes from last month. The absolute number makes no sense here because with more topics published, the absolute number is larger. We care more about the percentage, we can see that percentage of people who make a pull request is less than 0.01%. It’s relatively low.

So for me, how to increase the percentage? I’ve to bring up some ideas, for example, maybe we can give the people who make contributions awards. It sounds reasonable but how to verify its feasibility. Here I’ll use the dashboard to help me judge whether an idea works or not.