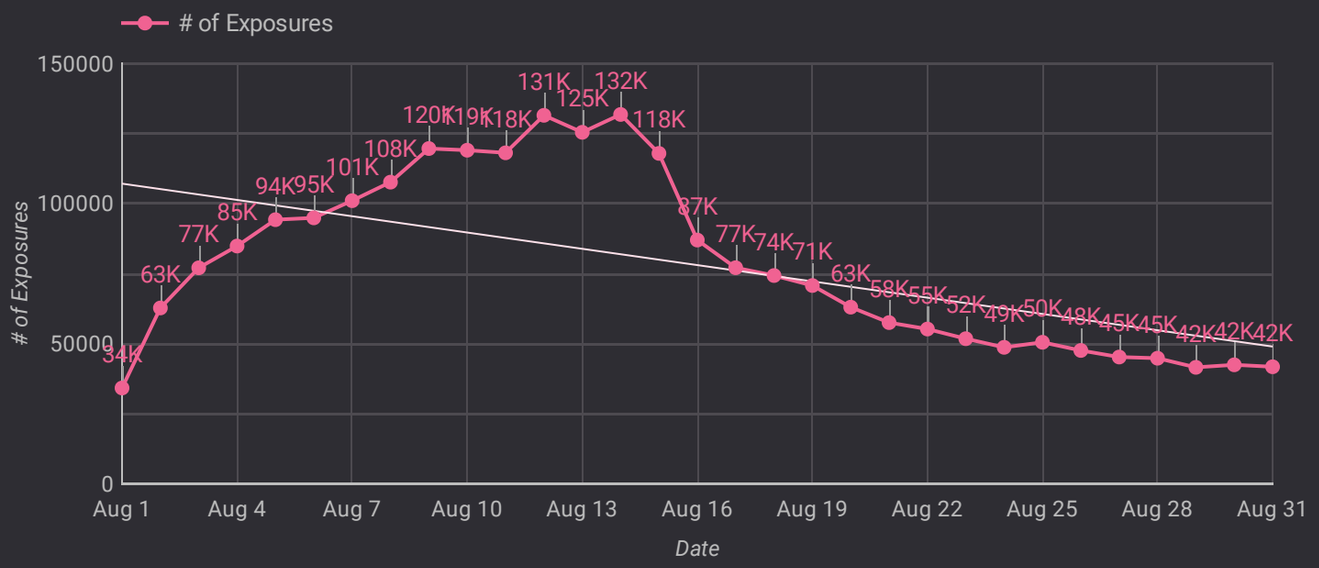
Jul 1, 2024 - Aug 31, 2024

Daily Exposures for New Users



Total Exposure Count

of Exposures

2,418,821

Insight & Analysis:

We have quite a large exposure to new users, which is around 2.4 million exposures.

The daily trend also shows a positive trend, which is always increasing linearly from the 1st to the 15th, but after that it needs to be awareness because the data trend continues to show a decline until the end of the month

We need to check what happened on the 15th and after.

Description:
The numbers represents the total number of times new users' profiles were viewed over the selected period. It provides a quick snapshot of how effectively the environment for new users and ensuring their visibility to existing users.

The line chart illustrates the trend of daily exposures for new users over the last 30 days. It highlights any fluctuations in exposure activity, helping to identify seasonal trends, the impact of marketing campaigns, or potential anomalies.

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Median Exposures for New User

Top User with High Exposure

	User	Total Exposures
1.	CDwB+WW4GAYq973aGyVTi1VruIq...	13,820
2.	BM64oEuXUcKs85+iaS2u8E4jvIj0Pv...	13,166
3.	I8goO4bR+DMLC/OZmUsl7JQ2+k6H...	12,738
4.	KZAgqTBTg96T1au7JspCiVrSLnC9s...	12,705
5.	ii3NCUlrebnEyLUcOAhoOs1yBTmHJ...	12,670
6.	tNJH3F2FhkOaOzBcFbQTHtVZAwg...	11,887
7.	OWFSAZQm5fQxSEuFh+vWDP7ATC...	11,884
8.	SrMhL0gYgPoj04gVMnZmtPTsd6V...	11,707
9.	wPQVTVdU7LrSEV5C50e+IwQby/wd...	11,642
10.	1HzvLkk3mMh5vooRVrl6TtPNE5ZM...	11,368

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Description

Displaying the average number of exposures helps stakeholders understand how well new users are being introduced to the ecosystem.
Top Users with High Exposure gives us an idea of how much exposure a Top Tier user has, the data is displayed with the user id hashed beforehand.

Insight & Analysis

By displaying the top 10 new users with the highest exposure, we can see that top tier users have exposure more than 10,000 exposures per user
This is in contrast to the median exposure of new users which is only around 21 exposures

It can be concluded that there is a high disparity between regular new users and top tier new users
We need to develop strategies or change the algorithm to expose more regular users as well as to increase the number of top tier users

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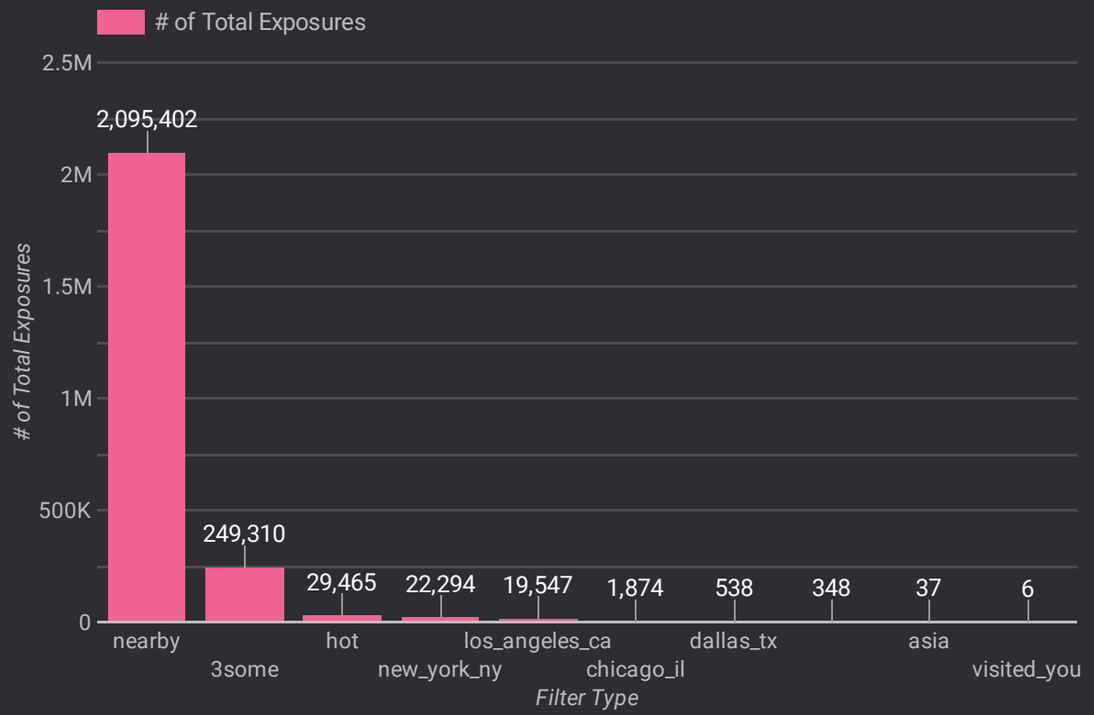
Filter Type

Exposure per Filter Type



Insight & Analysis:

The top filter is the "nearby" filter around 2 million exposures, which makes sense as users will look for people close to their location to make it easier to meet

However, the interesting thing is the second largest filter, which is 3some almost 250k exposures. This needs to be taken into consideration as many new users get exposure to other users who are interested in threesomes

Description

Understand Effective Filters:
Total Exposure by Filter Type bar chart helps stakeholders understand which filters are driving the most visibility for users. If some filters are significantly more effective, it may guide the product team to optimize or prioritize those filters.

Optimize User Engagement:
By identifying the most effective filters, we can adjust how users are exposed to profiles, ultimately increasing user engagement and improving overall user experience.

Data-Driven Decision-Making:
The bar chart provides a clear comparison of different filter types, allowing stakeholders to make informed decisions on improving the filtering and exposure mechanism.

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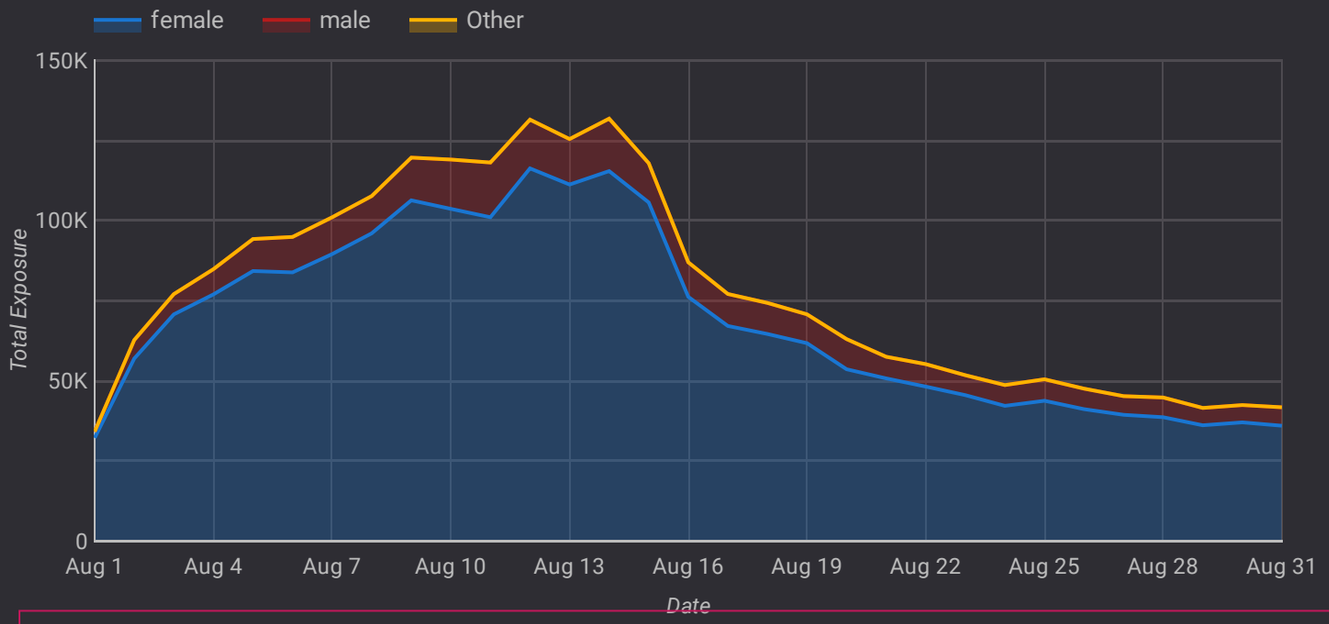
gender

Exposure Distribution by Gender



Insight & Analysis:

We can see that females dominate Exposure from day to day. This is in accordance with the previous analysis that there is a very large disparity between new users.

We need to change the algorithm so that males can also be exposed more to increase the possibility of match numbers. Because, if we only have top tier users from one gender, then for heterosexuals this will reduce the conversion rate match.

Description

The stacked bar chart provides a visual representation of the exposure split by gender.
This helps ensure fairness and equality in exposure across different demographics. If significant biases are observed, measures can be taken to adjust algorithms for a more equitable experience.

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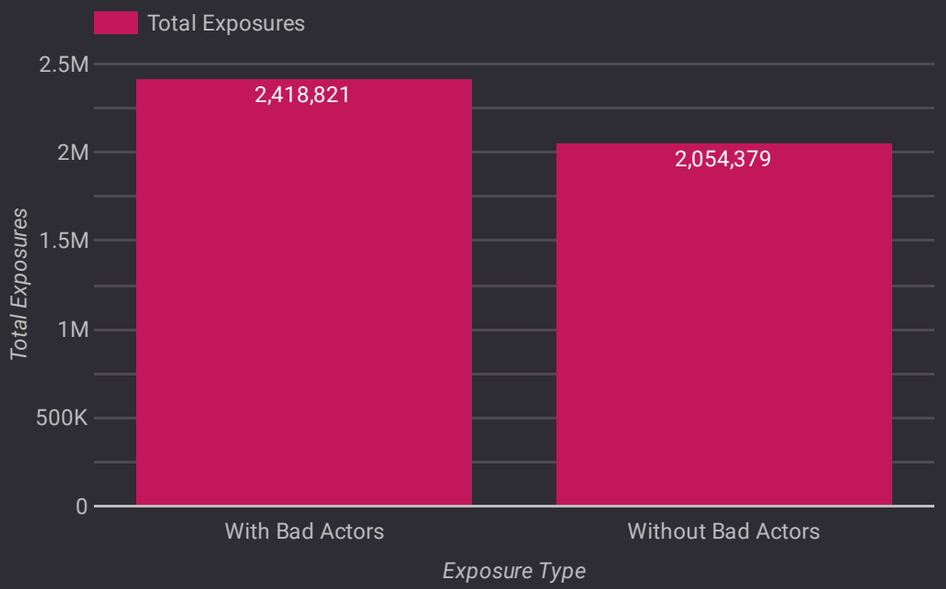
Impact of Bad Actors on Exposure



Insight & Analysis:

The interesting thing here is that Bad Actors can actually increase exposure by 17.7%
This means that Bad Actors do not have a significant impact on exposure.

Suggestion:
There needs to be more information on what are the criteria for users to be called Bad Actors

Description

Assessing the Impact of Bad Actors:
By comparing exposure counts with and without bad actors, this section helps us quantify the impact of harmful users on the overall platform.

Improving User Experience:
Understanding the impact of bad actors can drive better content moderation strategies. Removing or controlling the influence of bad actors can improve overall user experience, leading to increased satisfaction and retention.

Data-Driven Decisions:
The comparison chart provides insights that can be used to justify the investment in moderation tools and processes, emphasizing the potential positive effect on user engagement metrics.

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Cohort Week

Filter Type

Exposure Metrics by User Cohort

	Cohort Week ▲	Total Exposure
1.	Jul 1, 2024	4,873
2.	Jul 8, 2024	5,072
3.	Jul 15, 2024	6,344
4.	Jul 22, 2024	6,913
5.	Jul 29, 2024	805,995
6.	Aug 5, 2024	1,141,080
7.	Aug 12, 2024	448,196

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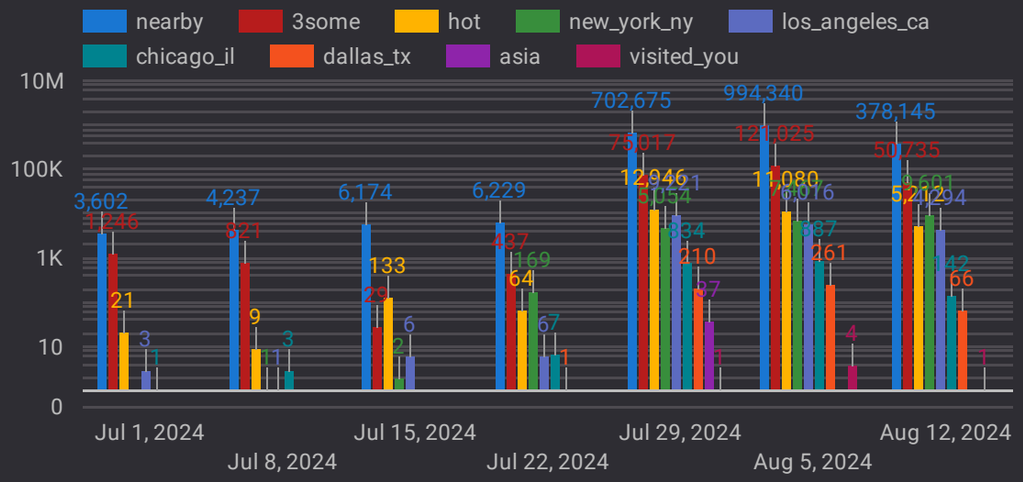
Exposure Cohort by Filter Type



Description

- Exposure Metrics by User Cohort:
Understanding how different user cohorts are receiving exposure helps to identify trends in user visibility across different periods. For instance, if one cohort has significantly lower exposure, we can investigate what may have caused it—such as changes in the onboarding flow or product features.
This helps drive targeted improvements and enhances the user retention strategy by addressing cohorts with lower engagement.
- Exposure Trends with Filter Drill Down:
This visualization helps stakeholders understand the effectiveness of various filters over time. Stakeholders can easily see how different filters contribute to the overall exposure and make informed decisions on which filters should be enhanced, promoted, or modified to improve user engagement.
It provides insights for seasonal trends and user preferences, which can help in marketing campaigns or feature adjustments.

Insight & Analysis

The interesting thing is that the cohort has a similar trend to the exposure overview, where the cohort data always increases from week to week, but experiences a decline in the middle of August.
When we break down per Filter Type, one of the reasons is caused by being the decrease in exposure of the 'nearby' filter type from almost 1 million exposures to 378k exposures or a 62% decrease and '3some' from 121k exposures to 50k exposures or a 58% decrease.