USER ANALYSIS

okcupid
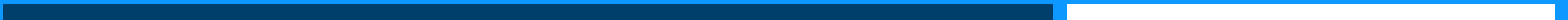
OVERVIEW

- Sample Set 50k+ users
- Income
- Age
- Sex

INCOME

- Average income 59k
    - Excluding students
- Higher income is correlated with older user
- Male income is on average 20k+ greater than women
- Married men have the highest income with Single men coming in close second

AGE

- The average user is 29 years old
  - Men and women
- Married men are the oldest group.
- Single men are the second oldest

SEX

- Men out number women 2:1
- Single men are the 2nd largest group
- Men are the largest group in general

ANDREW

The buyer with the greatest buying power looks like:

- Age: 29+

- Income: 60k+

- Status: Single/ Available

AD-FREE MEMBERSHIP WITH BENEFITS

- Focus targeted ads on those that have the expendable income to buy an ad-free experience

- By focusing on 'Prime' features we can attract men who wish to distinguish themselves

- Develop features that improve the target audiences chances of being seen by a potential relationship

- We can tap into this demographic by increasing our value prop through these additional features