



The Use of Big Data Collected Through "Ai-Musubi", a Program Established by the Ehime Introduction Bureau



Situation

As a countermeasure against the declining birth rate resulting from the delaying or forgoing of marriage, Ehime prefecture introduced a matchmaking service for those who had chosen unmarried life because they had been unable to meet a suitable partner. As a result, 500,000 items of data were accumulated each year. Analysis of the data as "big data" was conducted in 2014 with the aim of improving the chances of developing successful relationships between single people, from meeting to dating to getting married.

Action

The use of big data in the matchmaking system.

- (1) Mr. A applies for a meeting with Ms. B.
- (2) The system detects the behaviour data of the men who have applied for a meeting with Ms. B in the past.
- (3) Simultaneously, "The group of women who prefer the group that includes Mr. A" is detected based on past data.
- (4) The system, by using the detection results, displays the persons belonging to both "The female group chosen by men who have the same preference" and the "The group of women who prefer the group that includes Mr. A."
- (5) This makes it possible for Mr. A to meet someone who might not have appeared in his original search, despite their compatibility being likely.

Impact

- Increase of formal marriage meeting applications from female members

Females are less likely to apply for a meeting because they are afraid that they will feel hurt if they are refused. However, with the support of big data, they can have more confidence in making an application to a person of interest.

- Increase in implementation of matchmaking

Typically, about 13% of requests for a one-on-one meeting are accepted. However, a meeting request for a person recommended by big data has an acceptance rate of 29%.
