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## H1 Half-Time Circle Update – April 2025

**Circle Name:** Data Analytics Circle

**Coordinator(s):** Oscar Fafali Nyavor

**Reporting Period:** January 2025 – April 2025

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### Highlights of Plans/Goals and Their Actual Status (as of April 2025)

*Update on the progress of each planned activity, with short notes.*

- **BGI Voting Analysis :** **Completed ▾**  
**Notes:** Conducted comparative analysis of voting algorithms (ELO, Bradley-Terry, Z-score), presented findings, and contributed to improvements in decision-making models.
- **Web Analytics & User Insights :** **On Track ▾**  
**Notes:** Tagging key events on deepfunding.io, analyzed user behavior, scroll depth, and traffic sources using GA4, including heatmaps and drop-off rates. Set up the GA4 property for Community.DeepFunding.ai and initiated event tagging to begin tracking user interactions and behavior across the community website.
- **Community Hub Metrics & Dashboard:** **On Track ▾**  
**Notes:** Created KPI structure and templates; initial dashboard under development, pending data automation and regional feedback.
- **Task Categorization for All Circles :** **Completed ▾**  
**Notes:** Developed framework to categorize tasks across all Circles, improving delegation, status tracking, and alignment with broader goals.

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## Highlights: What's Going Well

*Share what's going better than expected or any major wins.*

- Getting deeper insights into analytics from deepfunding.ai
- Quality Assurance on the website
- Improved cross-team collaboration, especially with the Onboarding Circle, to support user journey mapping and usability testing.

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## Challenges / What's Lagging

*Identify any issues or activities falling behind, and briefly explain why.*

- N/A

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## New or Emerging Activities

- Begin segmenting users into groups such as AGI proposers, returning visitors, and general browsers to compare their engagement levels, return rates, and interactions with content like RFPs and proposal pages.
- Conduct a comparative analysis of user engagement during different content release strategies
- Usability testing to help identify friction points, validate design decisions, and improve the overall website experience by grounding changes in real user feedback and behavior, as emphasized in the document.

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## Budget Note (if applicable)

N/A