**Tableau or Power BI Dashboarding project proposal**

***Title: "Love Analytics: Unveiling Insights in the World of Online Dating using OKCupid"***



# **Executive Summary:**

**What is OKCupid?**

Online dating platforms have become increasingly popular in connecting individuals seeking romantic relationships. As the user base grows, so does the complexity of managing diverse user profiles and preferences. The goal of this project is to explore a dataset from an online dating platform – OKCupid to address key challenges and enhance the overall user experience.

The objective of this Power BI project is to analyze and visualize data from an online dating platform - OKCupid to derive meaningful insights, improve user experience, and enhance matchmaking algorithms.

**The Dataset**

The dataset taken has 59k rows and 31 columns (Uncleaned data)

The columns are as follows:

**'age'**

**'status'**

**'sex'**

**'orientation'**

**'body\_type'**

**'diet'**

**'drinks'**

**'drugs’**

**'education'**

**'ethnicity'**

**'height'**

**'income'**

**'job'**

**'last\_online'**

**'location'**

**'offspring'**

**'pets'**

**'religion'**

**'sign'**

**'smokes'**

**'speaks'**

**'essay0'**

**'essay1'**

**'essay2'**

**'essay3'**

**'essay4’**

**'essay5'**

**'essay6'**

**'essay7'**

**'essay8'**

**'essay9'**

# **Problem Statement:**

1. User Engagement and Retention :

Users often face challenges in finding compatible matches, leading to dissatisfaction and potential abandonment of the platform.

Comparing the last online date with the current date

2. Profile Authenticity and Trustworthiness:

Ensuring the authenticity of user profiles is essential for building trust within the online dating community.

The dataset may include fake profiles or incomplete information, impacting the reliability of compatibility assessments.

Comparing the female and male ratio to the number of profiles – to check if females feel the app is trustworthy

Checking the percentage of incompleteness of information on the profiles

3. Inclusivity and Diversity:

Online dating platforms should strive to be inclusive and cater to diverse preferences and backgrounds.

Checking the ethnicity, location and the religion of the people to make sure the matching process in smoother in nature

4. Privacy Concerns:

Balancing the need for effective matchmaking with user privacy is a delicate challenge. The dataset may contain sensitive information that needs to be handled with care to protect user privacy.

Looking at the amount of sensitive information the app required the user to fill in

5. Basic understanding of the youth population:

Now days the youth have certain expectation or requirements when it comes to the world of dating. Finding out their needs is of utmost priority to make the usage of the platform more effective and interactive.

Looking into the basic information provided by the users to make a basic analysis on the requirements and needs of the userbase.

# **Data Sources:**

Primary Data: Online Dating Platform data, OKCupid Dataset

# **Methodology:**

Basic EDA: Understanding and cleaning the data before analyzing it.

Data Integration: Extract and integrate the cleaned data from various sources into Power

BI.

Analyzing Data: Deriving meaningful insights using the help of graphs and charts.

Dashboard Design: Designing visually appealing dashboards that provide business insights to improve the user experience and in turn generate revenue.

Interactivity: Implement interactive features for drill-down analysis and trend exploration.

Conclusion: Presentation of the business insights derived

# **Expected Outcomes:**

1. Increased User Satisfaction:

Users should experience improved satisfaction through more accurate compatibility predictions and a better overall platform experience.

2. Higher User Engagement:

Implementing enhancements to the user interface and recommendation algorithms should lead to increased user engagement and longer retention.

3. Increased User Retention:

Implement strategies to improve user retention, reducing churn rates and increasing overall platform success.

4. Trustworthy Platform:

Measures to validate user profiles and address privacy concerns will contribute to a more trustworthy and secure online dating environment.

5. Transparent Privacy Practices:

Build trust among users by showcasing transparent privacy practices and compliance measures.

6. Data-Driven Decision Making:

Enable stakeholders and investors to make informed decisions based on data-driven insights.

7. Optimized Marketing Strategies:

Utilize demographic and engagement data to optimize marketing efforts and attract new users.

8. Improved Matchmaking Accuracy:

Enhance compatibility predictions through insights gained from user behavior and profile attributes.

By leveraging Power BI for this project, the online dating platform aims to transform raw data into actionable insights, driving continuous improvement and innovation in the quest to provide users with meaningful and successful connections.

# **Tools and Technologies:**

Excel – For basic data extraction and analysis

Jupyter Notebook – For EDA and data cleaning

Power BI or Tableau - For dashboard developmet

# **Risks and Challenges:**

Ensuring data accuracy and consistency across dashboards.

Deriving meaningful insights

# **Conclusion:**

This project is poised to empower Online Dating Platform - OKCupid with visually engaging and informative dashboards, facilitating quicker and more informed decision-making. The dashboards will be tailored to the specific needs of the organization, ensuring a user-friendly experience that promotes data-driven decision culture.

