SENTIMENT • ANALYSIS

tinder

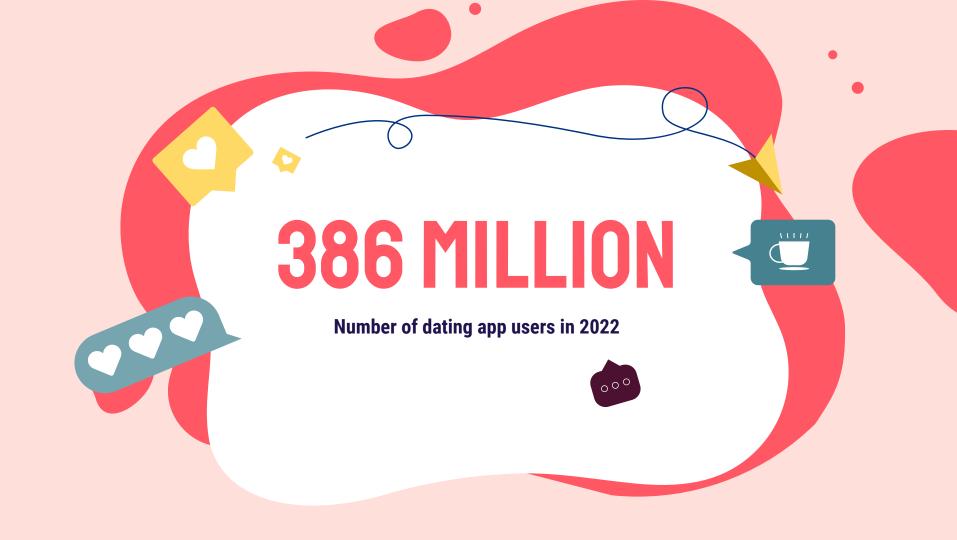
bumble
Hinge





OVERVIEW

- Business Understanding -
 - Exploring the Data -
 - Methods & Modeling -
 - Best Model & Results -
 - Recommendations -
 - Next Steps -







- Dating Apps are causing depression, anxiety, stress, & body dissatisfaction.
 - 88% of adults dissatisfied with dating apps 90% of women, 87% of men
 - 42% of adults think apps make it easier 35% of 18-29 y/olds think the same



The APP of all Dating Apps! (She's so meta...)

Deployment that allows users to:

- Search by keyword
- Get dating app suggestion

Find the app that will work best for you!



EXPLORING THE DATA

- Kaggle Dataset of dating app reviews
- 682,000 Reviews from 2017-2022 for:
 - Tinder
 - Bumble
 - Hinge



FUNNY REVIEWS

"Just abuse from trolling women going 'youre not real' so far, yes Ladies i am all that and a bag of chips"

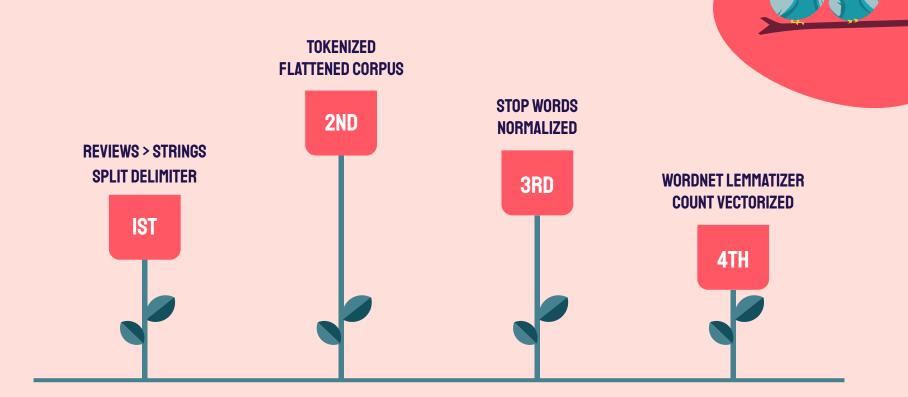
— A GOOGLE USER



"Got banned because I updated my bio to say 'I feel like most girls on here are looking for plugs or sugar daddies and I\'m not for that' tinder team doesn\'t give the options to appel bans which is stupid."

—LAST I STANDING

PRE-PROCESS



WORDCLOUDS



at ount constantl zero

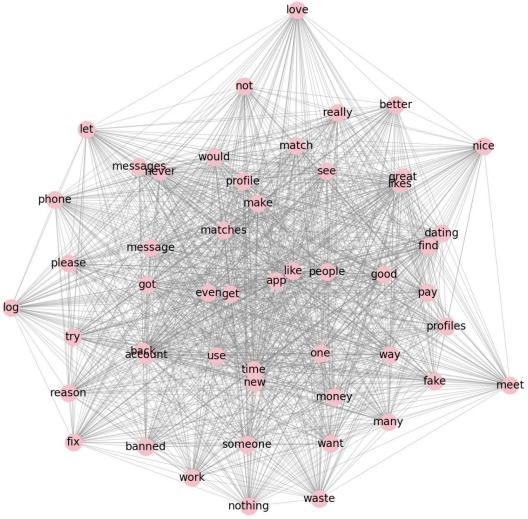


TINDER HINGE BUMBLE

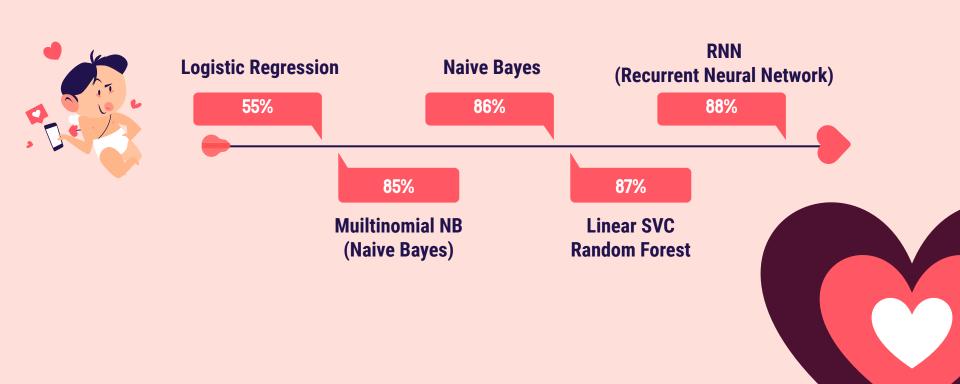


NETWORK GRAPH





MODELS



FINAL MODEL

LINEAR SVC

- Accuracy Score: 87%
- More efficient
- Precision (0 = 84%, 1 = 89%)
 Recall (0 = 87%, 1 = 87%)
 F1 (0 = 86%, 1 = 88%)



RECOMMENDATIONS

- Accurate model:
 - Can predict sentiment of other dating apps
- Deployment:
 - Used to determine appropriate dating app







NEXT STEPS



- Explore sentiment further
 - Username a sign?
 - Translating non-English reviews
 - Dig into other apps
 - Explore untraditional dating styles
 - Build out deployment

THANKS! QUESTIONS?

Ash Heinke

heinke.ashley@gmail.com

CREDITS: This presentation template was created by **Slidesgo**, including icons by **Flaticon**, and infographics & images by **Freepik**.

