

PATA MCHUMBA DATING RECOMMENDER

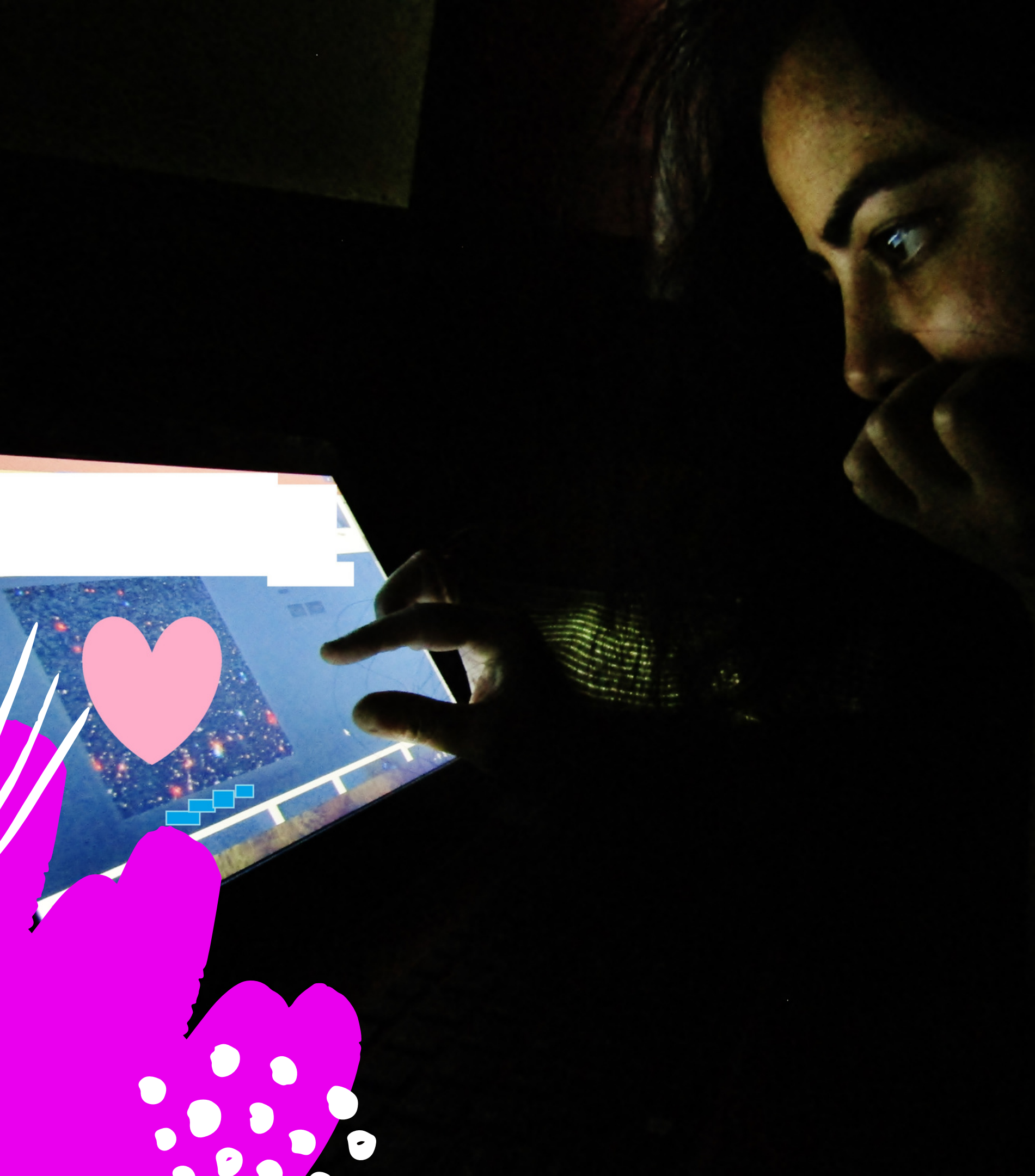
BY SAFARI



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Business Understanding

- Online dating has become popular over the years.
- Pata Mchumba has approached us to create a recommender system that overlooks superficial factors.

Objectives

- To create a recommender system that maximises matches.
- To create a recommender system that is not based on ratings.
- To determine the most common traits among users.
- To create a simple user interface for demonstration

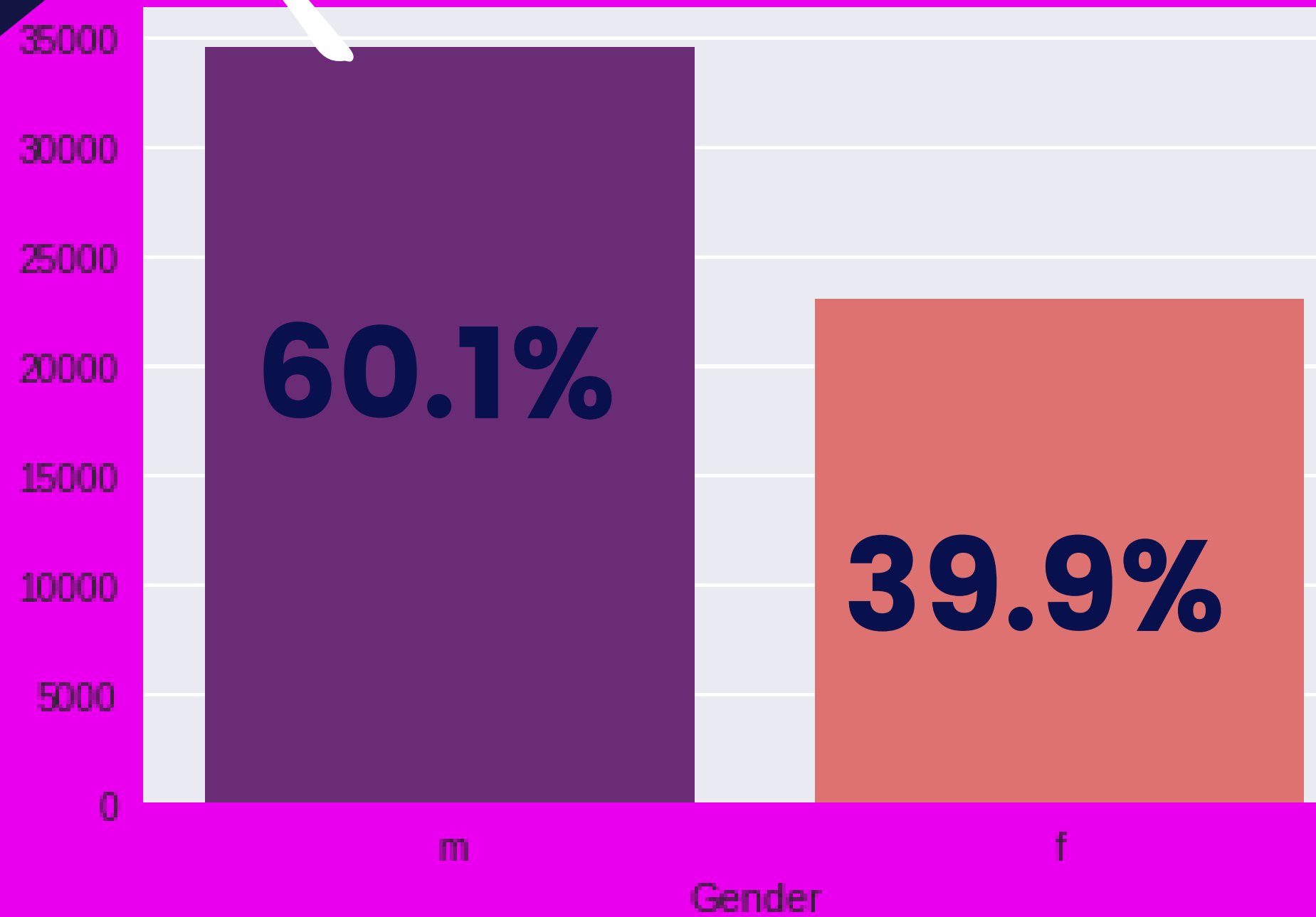
Data Understanding

- The data is from Okcupid.
- Ethical concerns were addressed.
- The data had 31 columns and 59964 rows.

The background is a solid dark blue. In the corners, there are decorative elements: top-left has a pink flower with yellow dots and a pink brushstroke; top-right has a pink brushstroke; bottom-left has a pink brushstroke; bottom-right has a pink flower with yellow dots and a pink brushstroke.

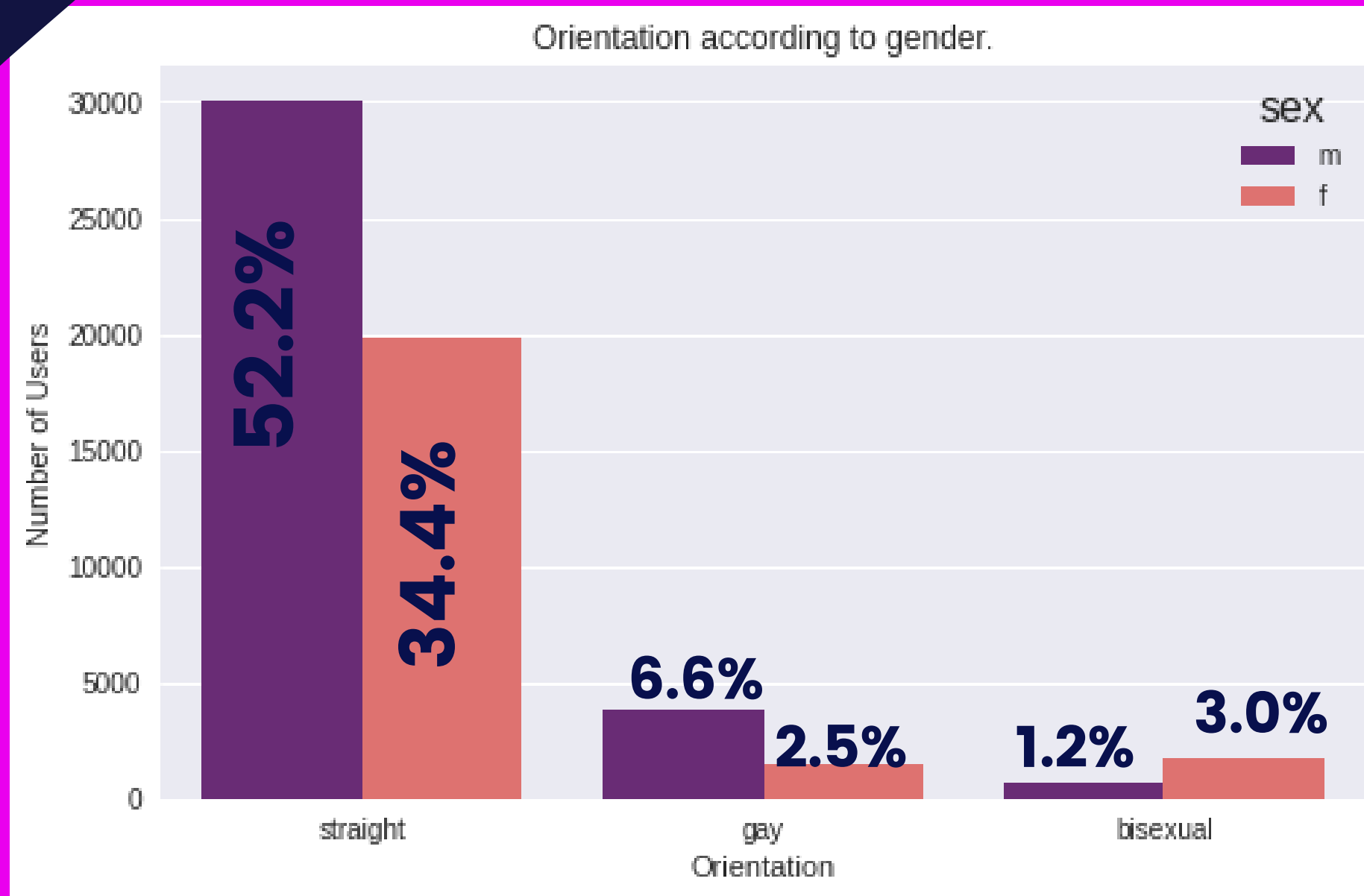
Findings

Gender Distribution



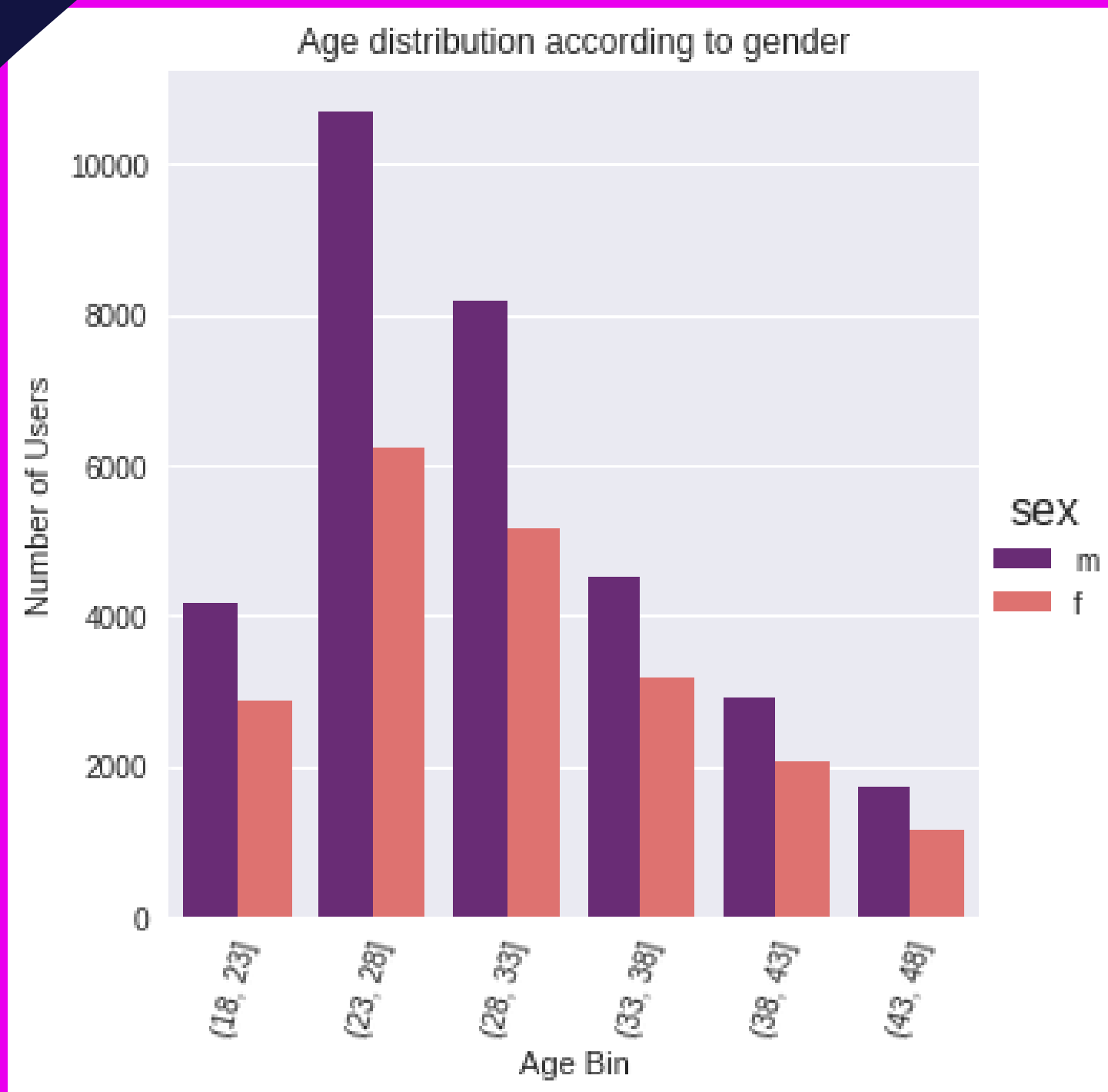
Gender

There are more male users compared to female users



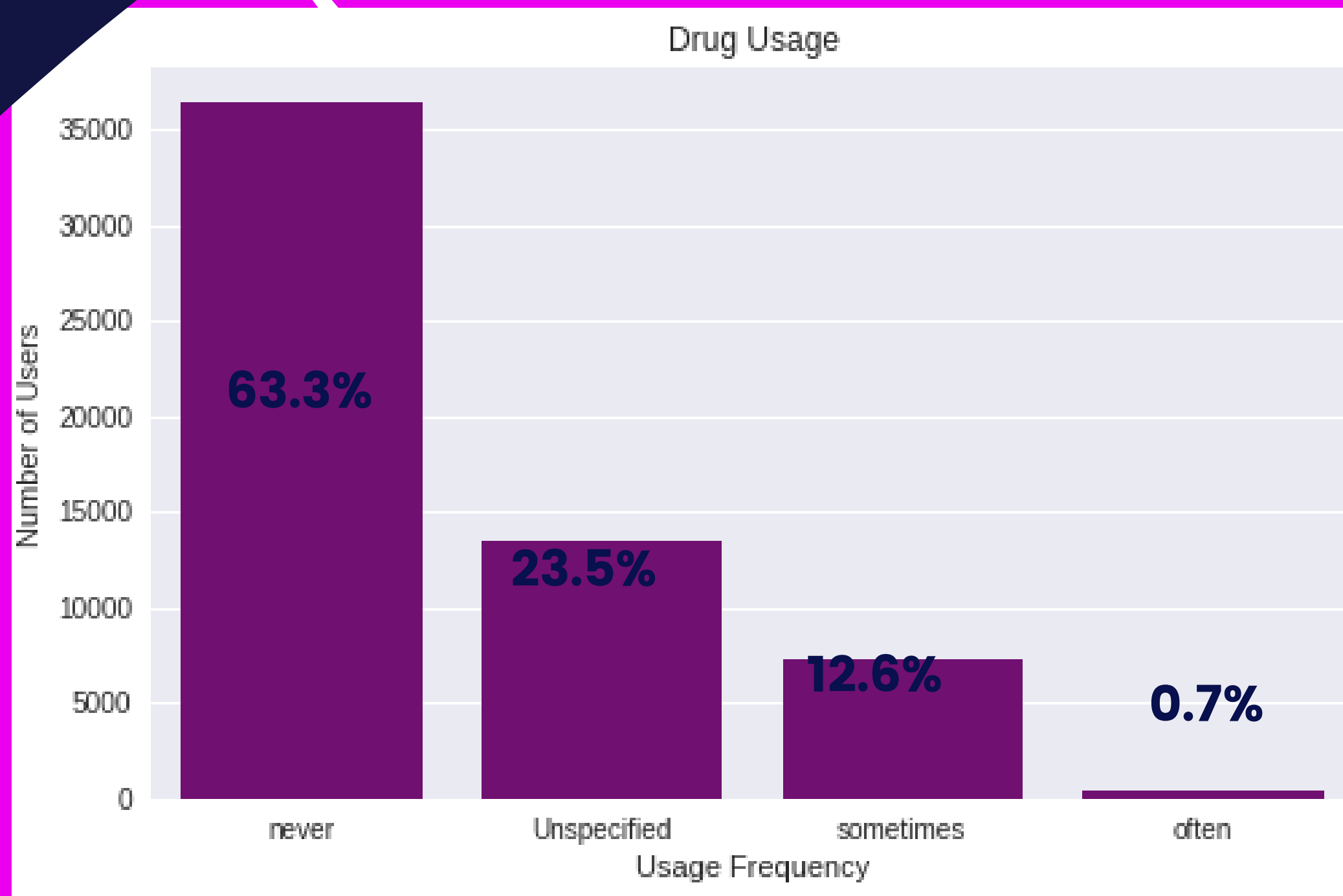
Sexual Orientation per gender

Most users, both male and female are of the orientation straight.



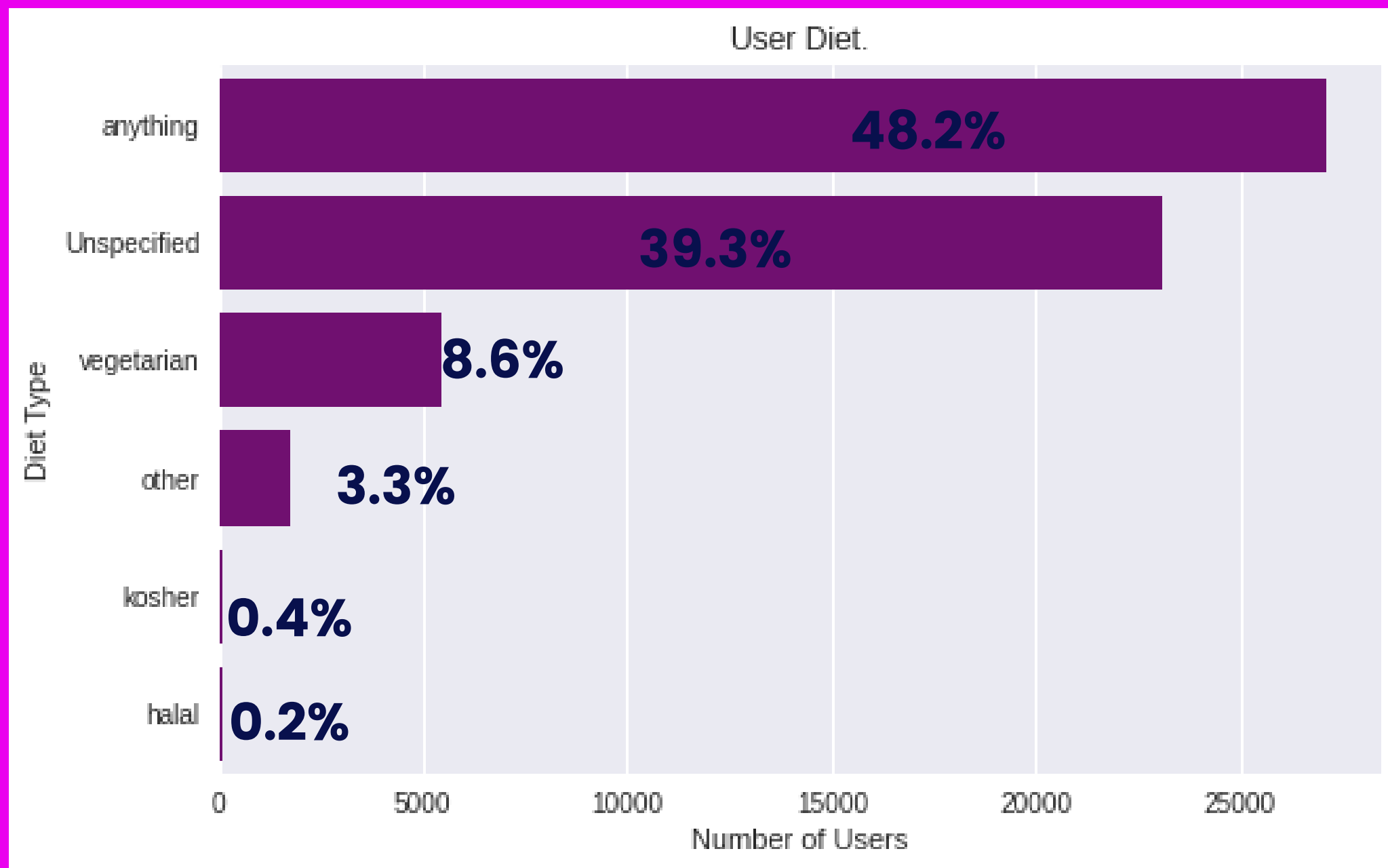
Age per gender:

Most users are in the age bracket 23–28 with the male users being the majority



Drug Consumption

Majority of the users have never used drugs.



Diet Preferences

Most users eat do not have diet restrictions..

Model

Hybrid Model

- Our final model is a hybrid model that filters through each feature specified by a user and provides matches accordingly.

Diagram Key (Beta)

- UserId: 2322
- Name: Faith Safari
- Age: 22
- Gender: Female
- Sexual Orientation: bisexual
- Zodiac: Leo
- Favourites: Harry Potter, music, drawing, house parties



Hybrid Model



Hybrid Model Key

- Matching Function Model
- Essay Sigmoid Similarity Function Model

Conclusions

- The majority of the users on dating sites are male 60.1%
- Most users are straight. 86%
- Young people tend to use dating sites more 23–28 years of age.

Recommendations

- Dating sites to embrace more personalized matches that replaces the traditional swipe or like to match
- Dealing with unspecified description in profiles to maximize matches.
- Matching more based on words to makes this system less superficial oriented.

THANK YOU!

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