Structured Data: Successful Dates

Ned Stratton 14/08/2020

ABOUT ME

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ucovi-data.com/BlogLatest.html

What this talk is about

Why did I build a relational MySQL database of my dating and dating-app usage history?

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A weird guy…

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2013/14

tinder™

TINDER
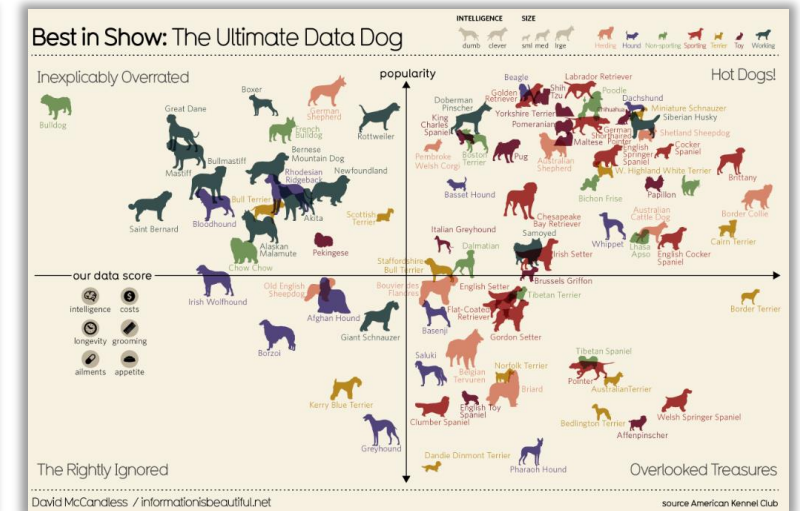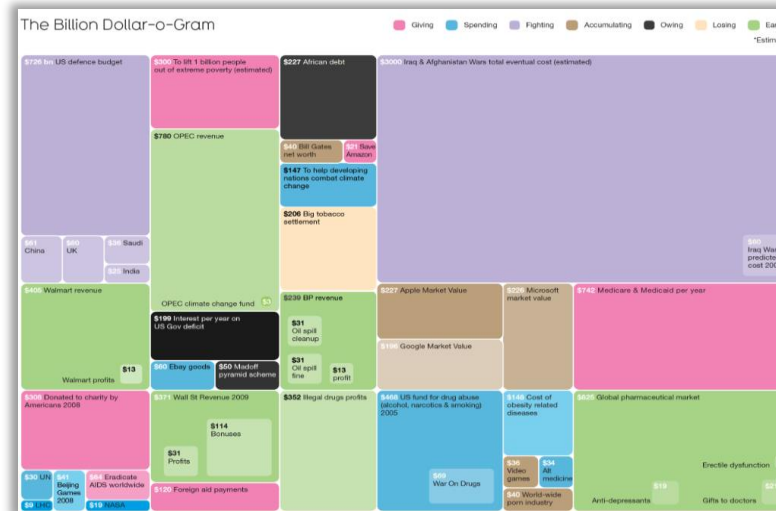
MATCH

Table	Column	Type	Default Value	Nullable	Character Set
app_matches	ID	int(11)		NO	
app_matches	Source_id	varchar(255)		YES	utf8
app_matches	legacy_urn	varchar(255)		YES	utf8
app_matches	name	varchar(255)		YES	utf8
app_matches	age	double		YES	
app_matches	result	varchar(255)		YES	utf8
app_matches	URL	varchar(255)		YES	utf8
app_matches	Opener	mediumtext		YES	utf8
app_matches	Opener_date	datetime		YES	
app_matches	Dates_ID	int(11)		YES	
dates	ID	int(11)		NO	
dates	Date_venue	varchar(255)		YES	utf8
dates	date_area	varchar(255)		YES	utf8
dates	date_activity	varchar(255)		YES	utf8
dates	date_stage	int(11)		YES	
dates	date_weekday	varchar(255)		YES	utf8
dates	date_timeframe	varchar(255)		YES	utf8
dates	date_year	varchar(255)		YES	utf8
dates	date_month	varchar(255)		YES	utf8
dates	Source_id	int(11)		YES	
dates	Source_type	varchar(255)		YES	utf8
dates	parent_outcome	varchar(255)		YES	utf8

1.CAPTURE
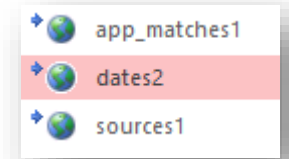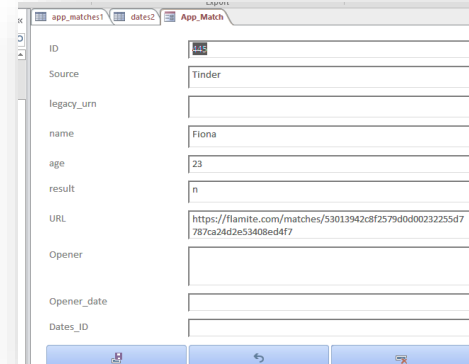
2.STORAGE
AND QUERYING

3.ANALYSIS
AND VISUALS

Insight 1: Tinder attrition stats – swipes to success rate 2015-2016
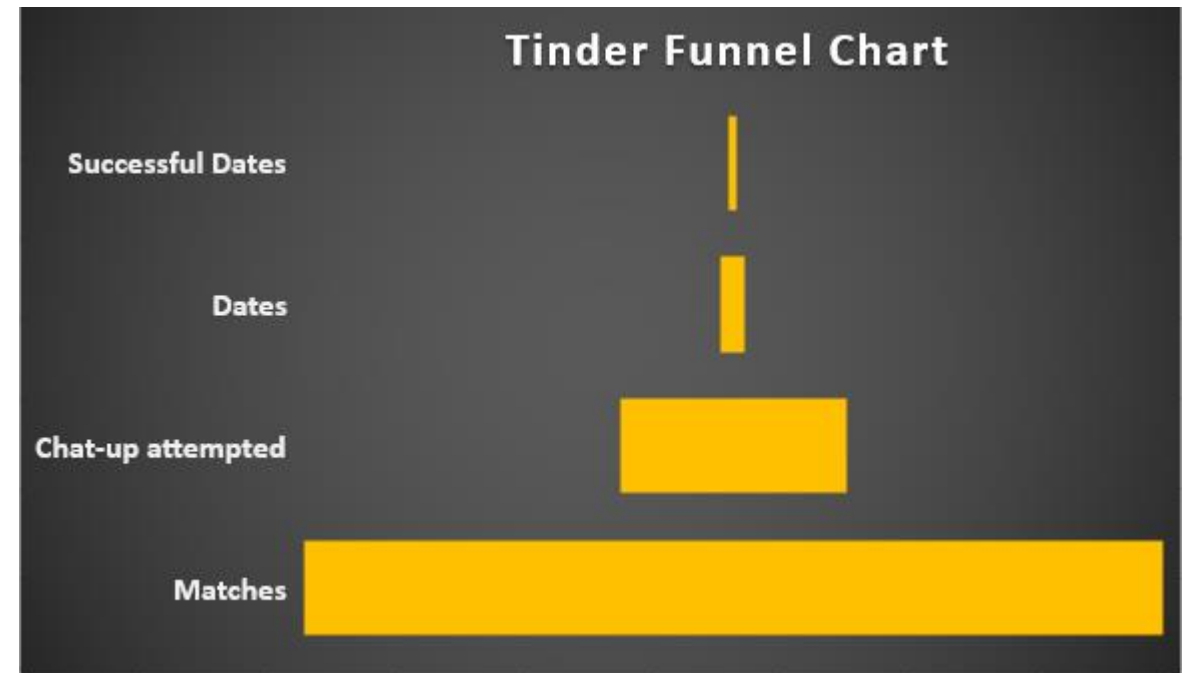


```
SQL File 11*   SQL File 12*   SQL File 12*   SQL File 13*   SQL File 15*   SQL File 15*   SQL File 11*   SQL File 12*

Limit to 1000 rows

select 'Successful Dates', COUNT(*) FROM the_grid.dates
WHERE Source_id = 2 AND date_stage = 1 AND parent_outcome = 'Positive'
UNION ALL
select 'Dates', COUNT(*) FROM the_grid.dates
WHERE Source_id = 2 AND date_stage = 1
UNION ALL
select 'Chat-up attempted', COUNT(*) FROM the_grid.app_matches
WHERE Opener IS NOT NULL AND Source_id = 'Tinder'
UNION ALL
select 'Matches', COUNT(*) FROM the_grid.app_matches
WHERE  Source_id = 'Tinder'
```

Outcome	Total
Successful Dates	4
Dates	11
Chat-up attempted	101
Matches	384

Tinder Funnel Chart

Successful Dates

Dates

Chat-up attempted

Matches

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Insight 1: Tinder attrition stats – swipes to success rate 2015-2016

53 swipes per match

Outcome	Total
Successful Dates	4
Dates	11
Chat-up attempted	101
Matches	384
Swiped right*	19027

0.02%

Tinder Funnel Chart

- Successful Dates
- Dates
- Chat-up attempted
- Matches
- Swiped right*
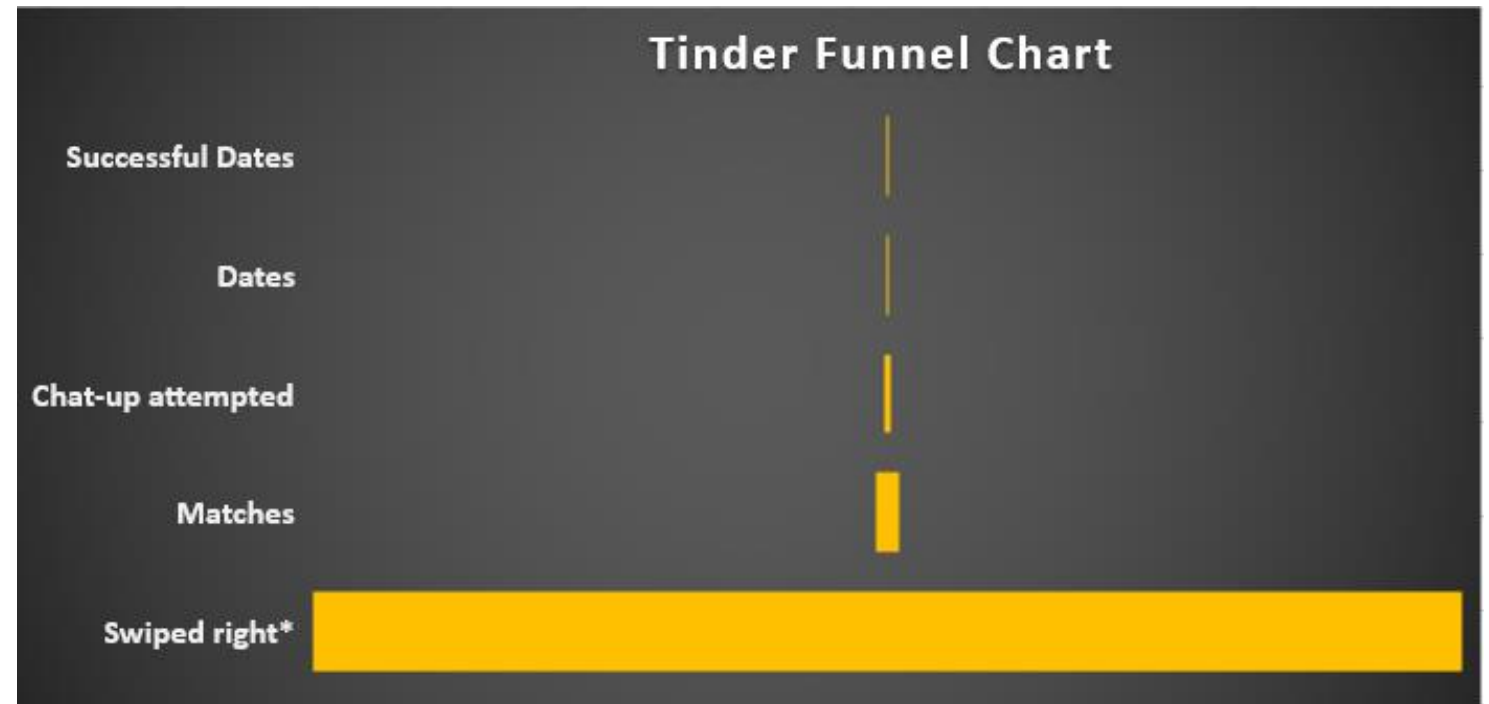
Insight 2: Ned's model path to a successful Tinder date

Metric of Success = A **first** date that leads to a second

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A date in a gastro-pub in London Bridge on a Thursday evening with a doctor or Accenture consultant with blonde hair, who is the same age or one year younger.

Being in good shape isn't vital, but dressing smart-casual is.

Have a cute and/or ironic photo with a sepia glow as the lead Tinder profile picture.

Use a punchy opening line (17 words) that contains emoticons and questions.

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2018 - GDPR compliant?

Part II –Power BI

The dating dashboard

Excel on steroids

Three Takeaways

- You need a purpose to drive your learning

- A database of your dating history may not get you a girlfriend

- Power BI Custom Visuals (and Power BI in general) reward patience and good

  DAX.

Roll the Credits…

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Meetup Groups

- London Business Analytics Group - **www.meetup.com/London-Business-Analytics-Group/**

- London Power BI User Group - **www.meetup.com/London-PUG/**

YouTube Power BI Resources

- Curbal: DAX Fridays playlist -
  https://www.youtube.com/watch?v=pabn7kLxN6c&list=PLDz00l_jz6zym_YP8ZW11o52niGfCP8pN

- Guy in a Cube - **https://www.youtube.com/channel/UCFp1vaKzpfvoGai0vE5VJ0w**

Other resources and "How To's"

- David McCandless Infographics - **https://informationisbeautiful.net/**

- Power BI Service single user signup - **https://docs.microsoft.com/en-us/power-bi/admin/service-admin-signing-up-for-power-bi-with-a-new-office-365-trial**

- SVG (Scalable Vector Graphic) Icon Library **–** **https://orioniconlibrary.com/icon-pack/interface**

- My personal Power BI Bank - **https://ucovi-data.com/PowerBI.html**