



SWIPE RIGHT: A COMPARATIVE ANALYSIS OF POPULAR DATING APPS

Tools & Techniques: Python, NLP, Vader Sentiment Analysis, Plotly

IMPORTANCE OF RELATIONSHIP

- Reduces loneliness and isolation.
- Emotional support
- Boost self-esteem and self-worth
- Encourages personal growth and development
- Improves overall well-being



PROBLEM STATEMENT

- COVID-19 changed relationships and connections
- Dating apps – critical tool for connecting people
- Improving the quality is necessary
- Analyzing google app reviews provide valuable insight

AIM



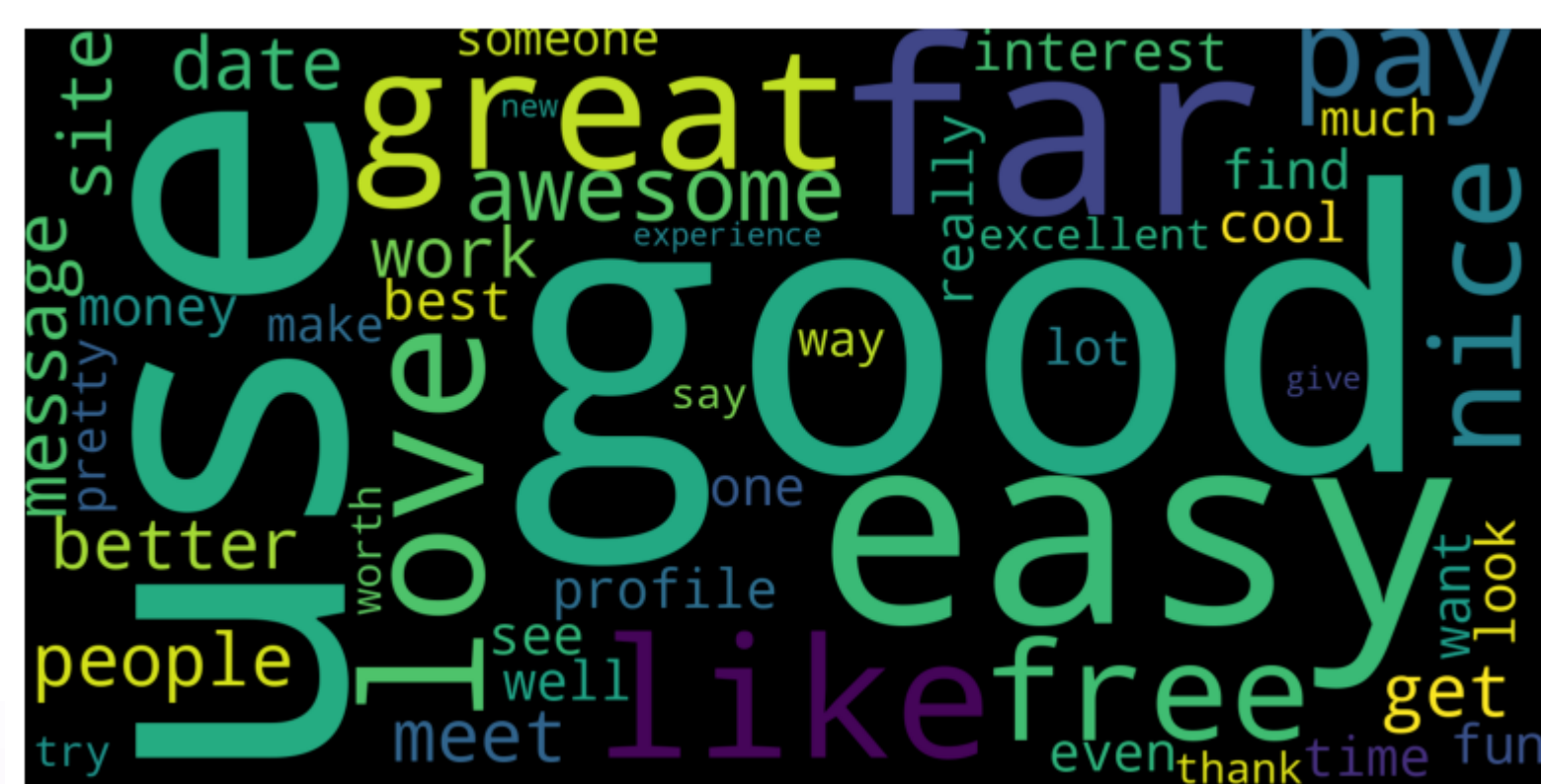
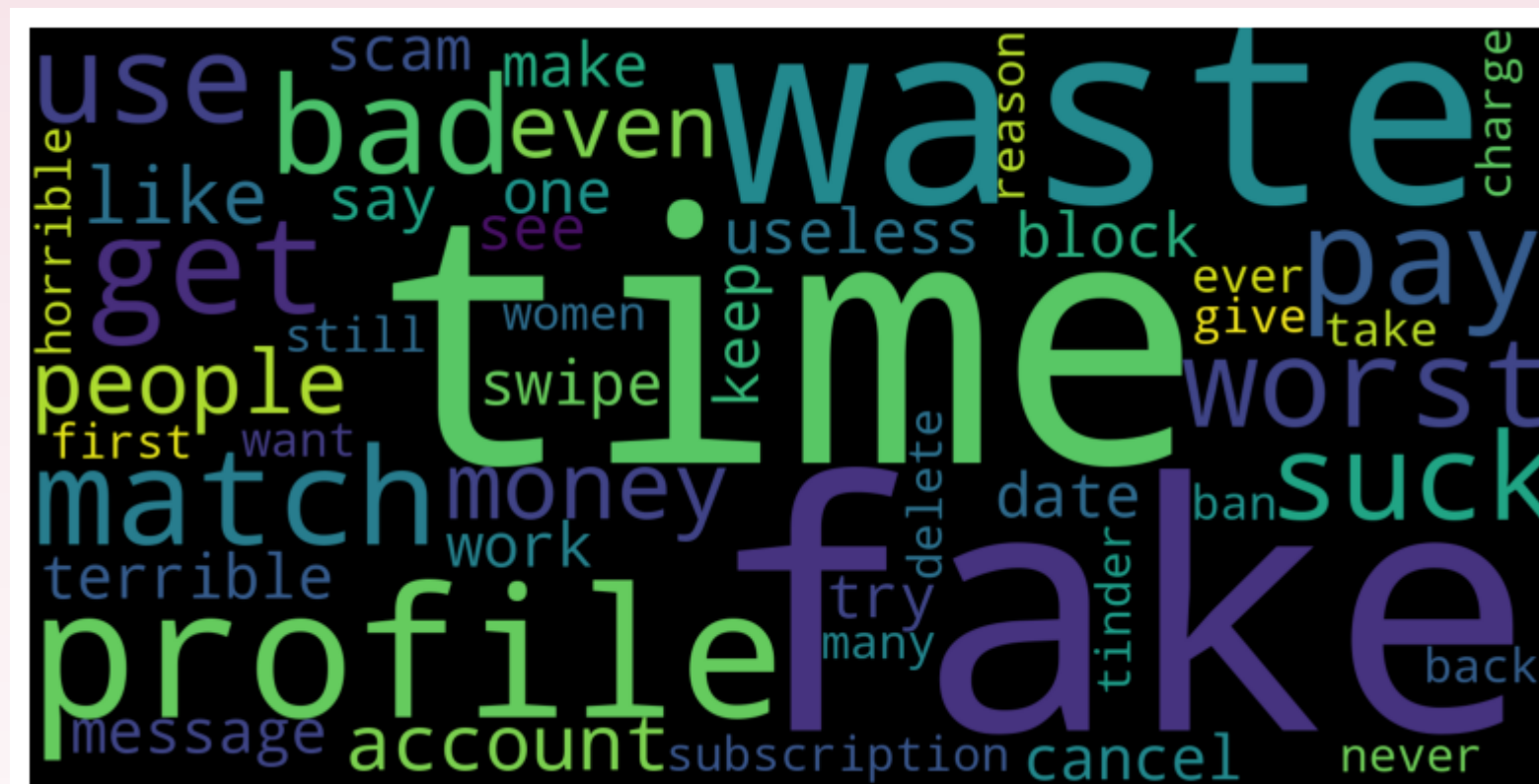
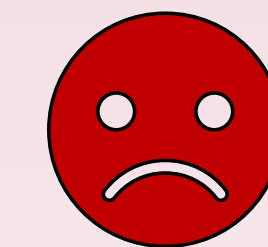
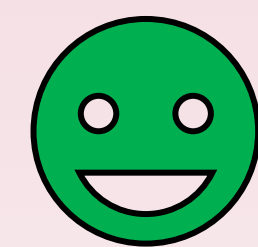
HOW? By help improving the quality of the apps

GOAL

- Identify strength and weakness of the apps
- Identify common issues
- Identify trends and changes in user behavior and preferences especially during COVID.

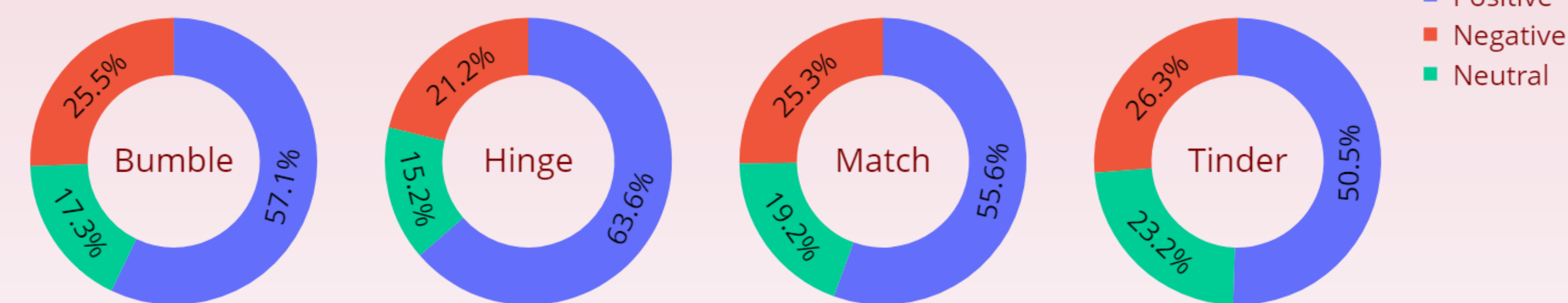
DATA Web-scraped using Beautiful Soup

ANALYZING SENTIMENTS THROUGH WORDS (TF-IDF)

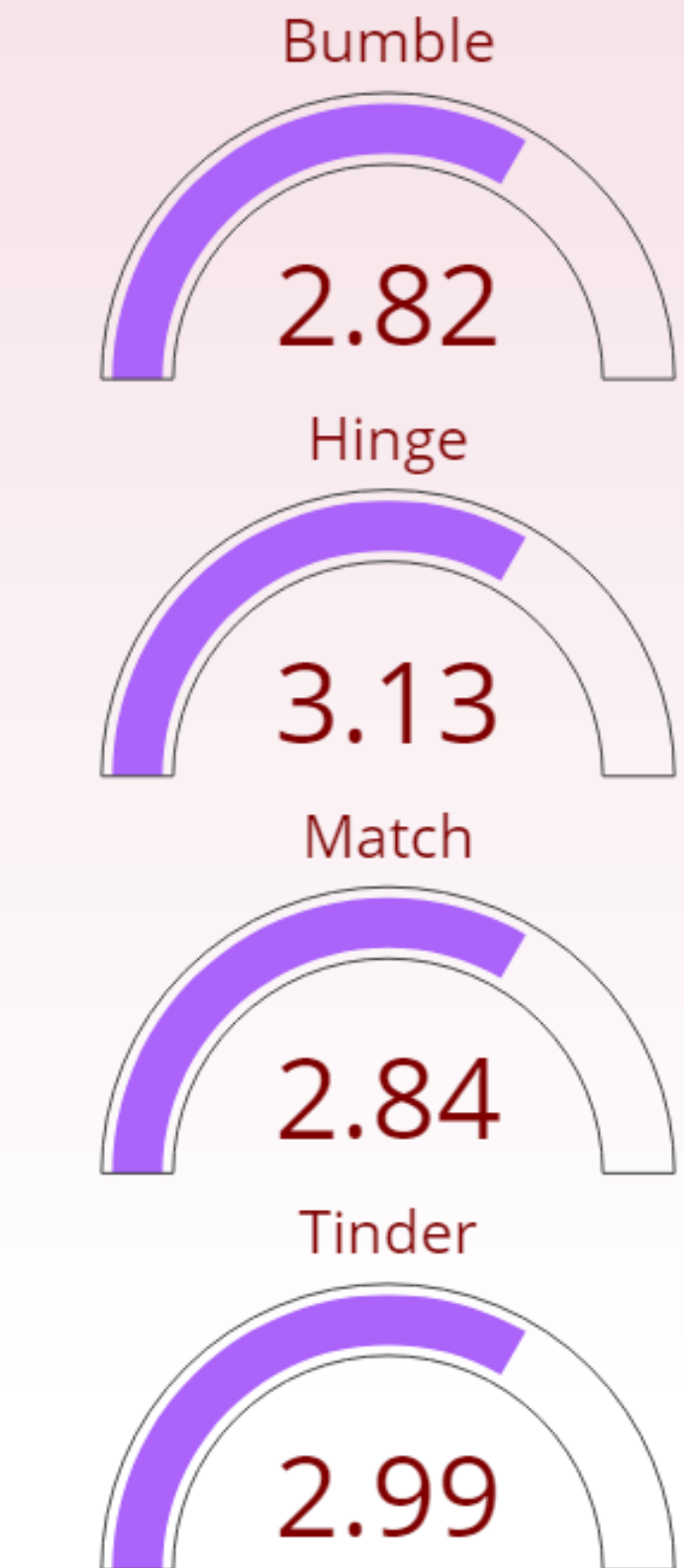


ANALYZING SENTIMENTS THROUGH VISUALS

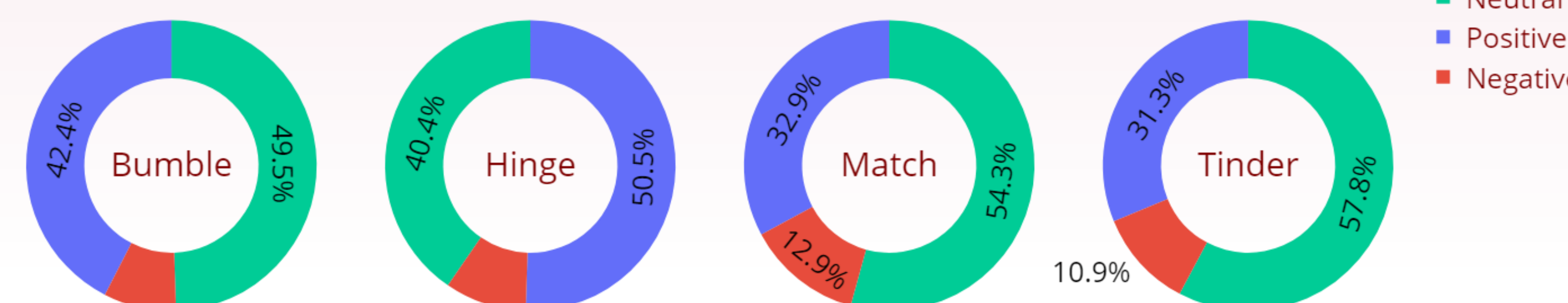
Sentiment Analysis



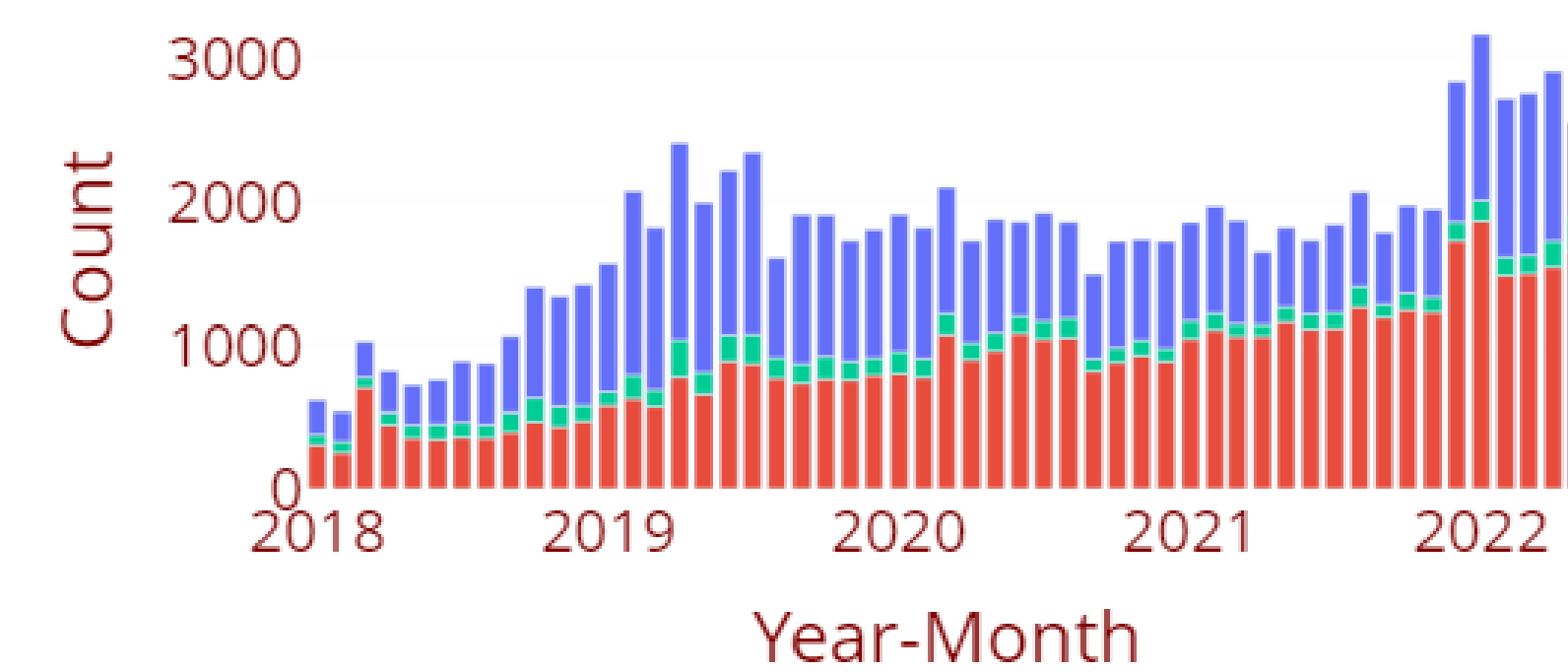
Average Rating



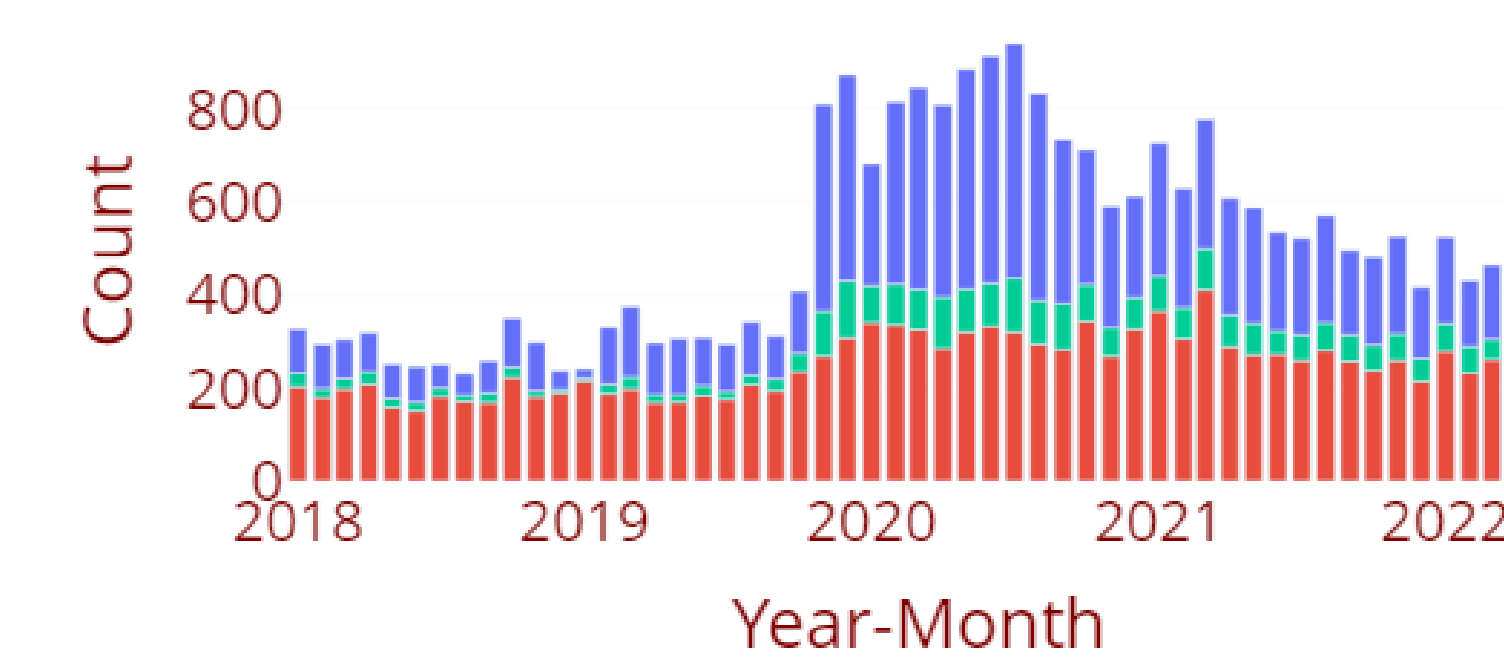
Rating Analysis



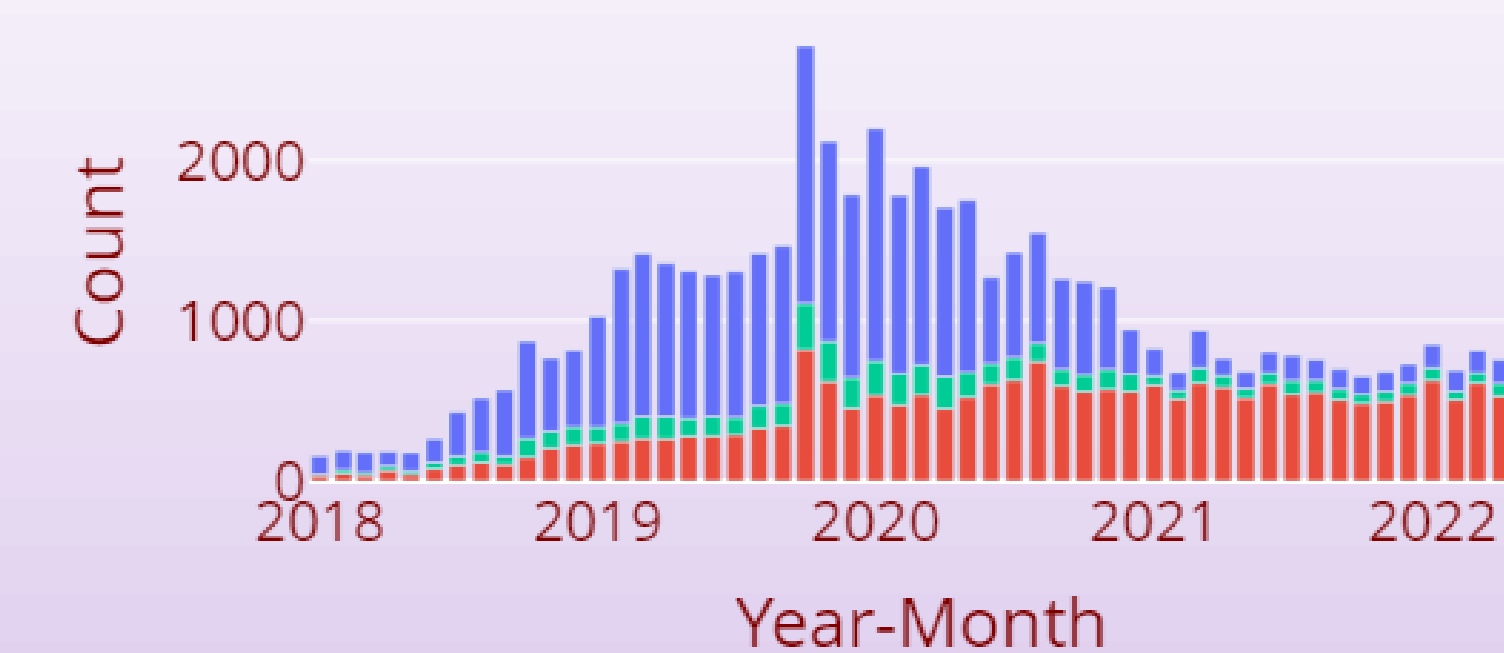
Bumble



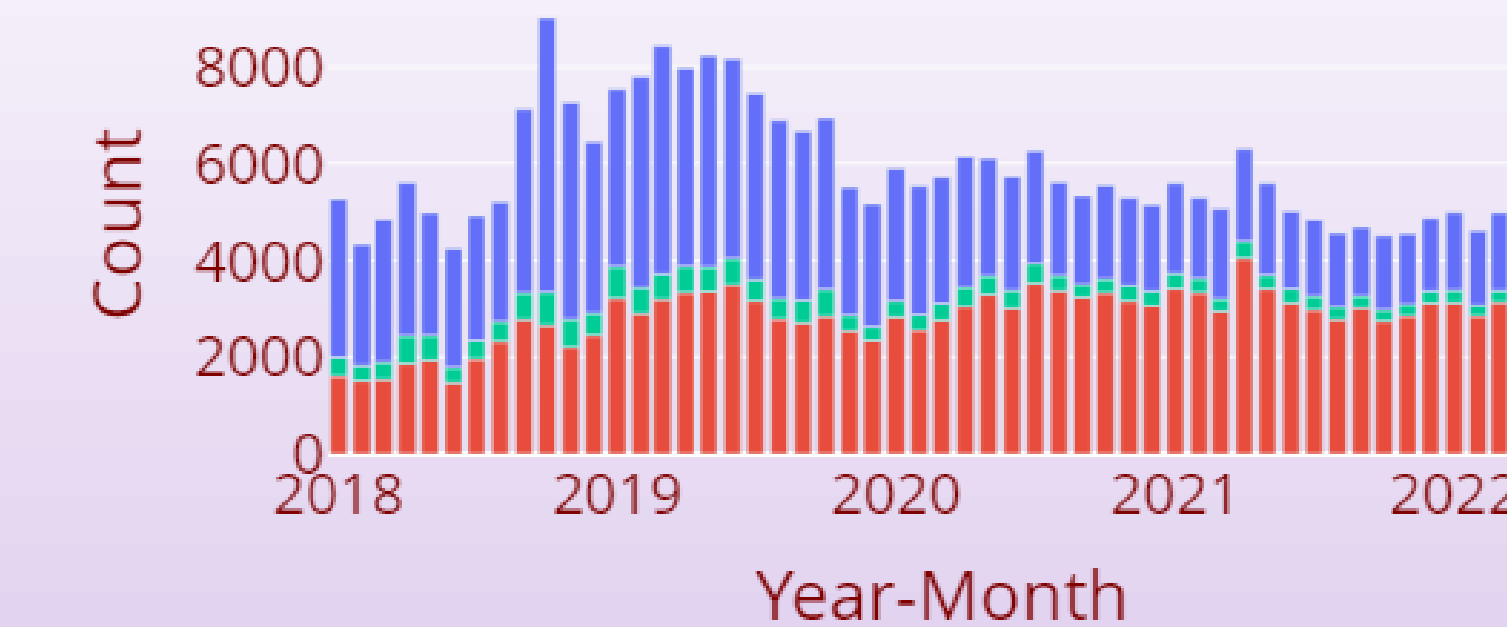
Match



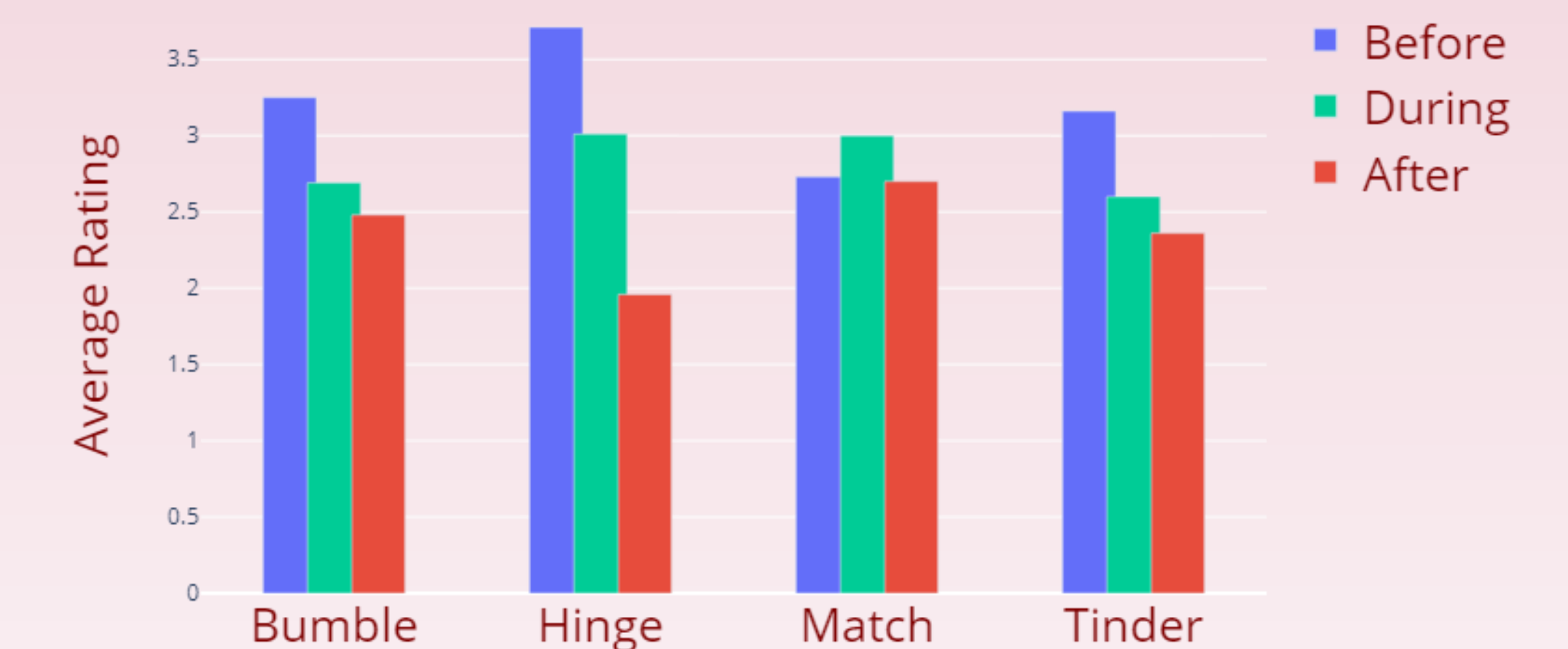
Hinge



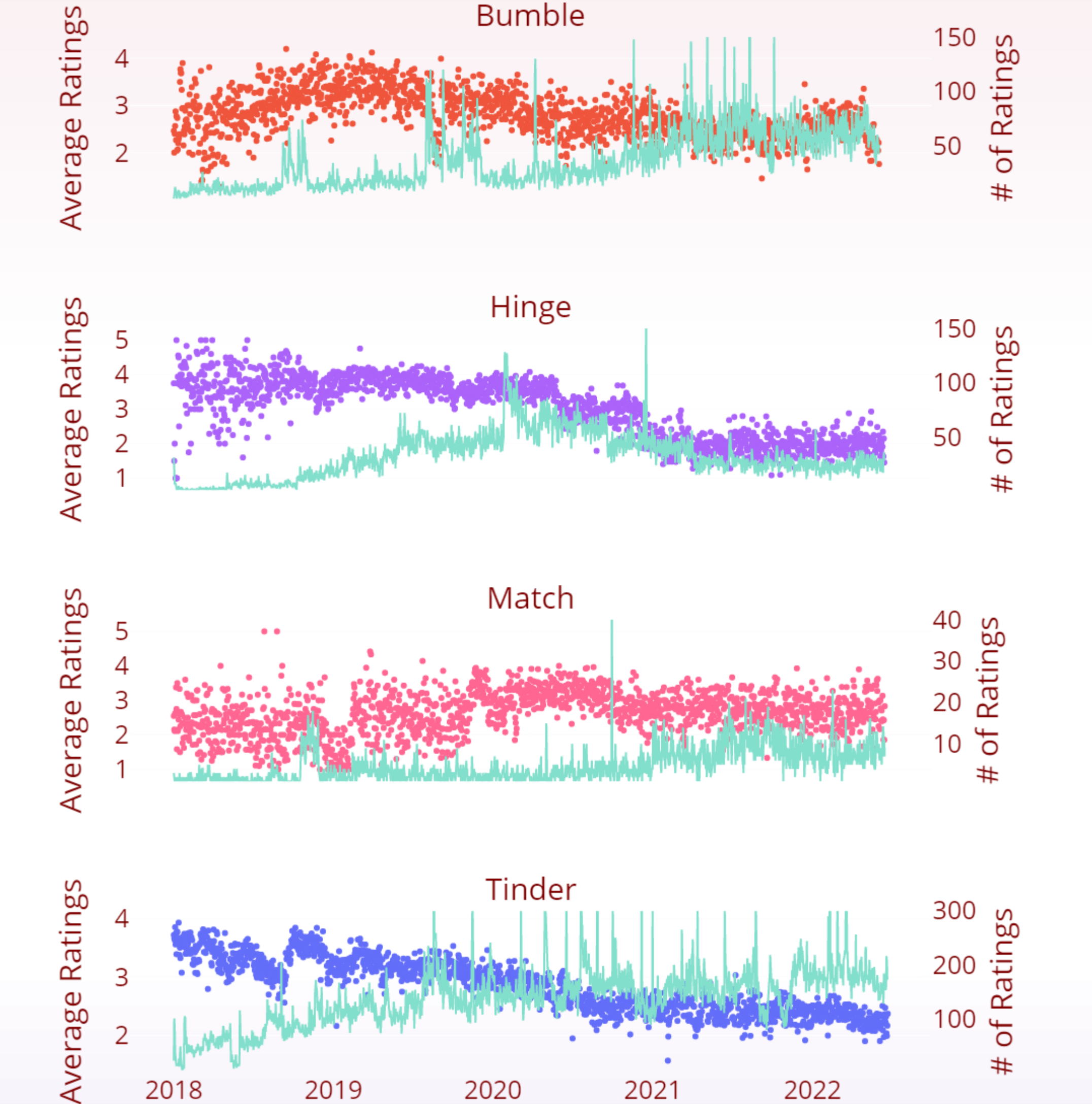
Tinder



Effect of Pandemic



Average Ratings and # of ratings over Time



KEY INSIGHTS

- Fake Profiles – a major concern
- COVID 19 significantly impacted user rating
- On average, MATCH performed better
- Apps received mixed reviews from users