

Dating App User Profiles' stats - Lovoo v3

Group 10 - Lissa, Ricky, Max and Katrina



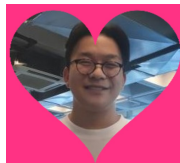
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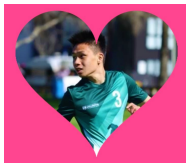
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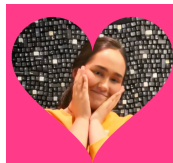
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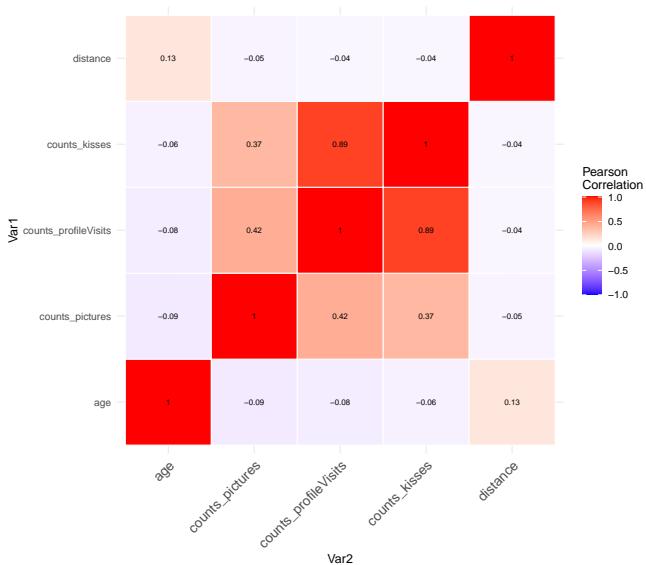


Lovoo

- ▶ What is Lovoo?
- ▶ What is the Lovoo dataset?

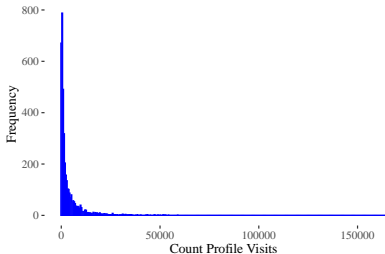


Correlation heatmap

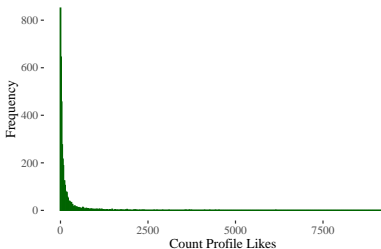


Profile Visits and Profile Likes

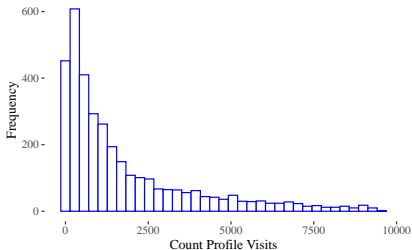
Count of Profile Visits



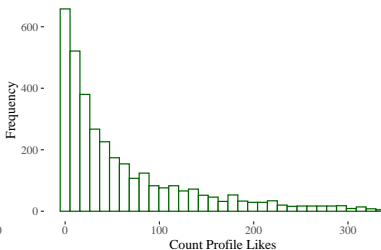
Count of Profile Likes



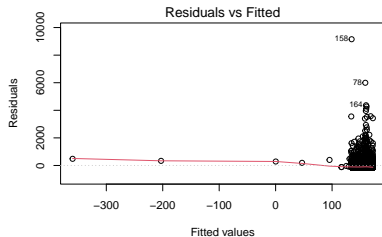
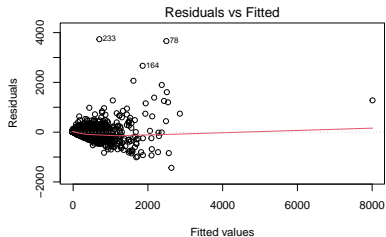
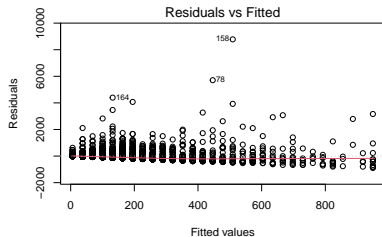
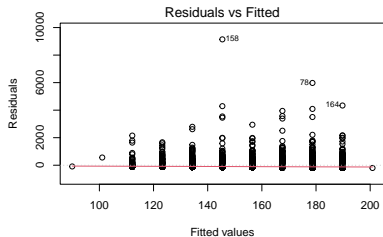
Count of Profile Visits – outliers removed



Count of Profile Likes – outliers removed



Cook's Distance



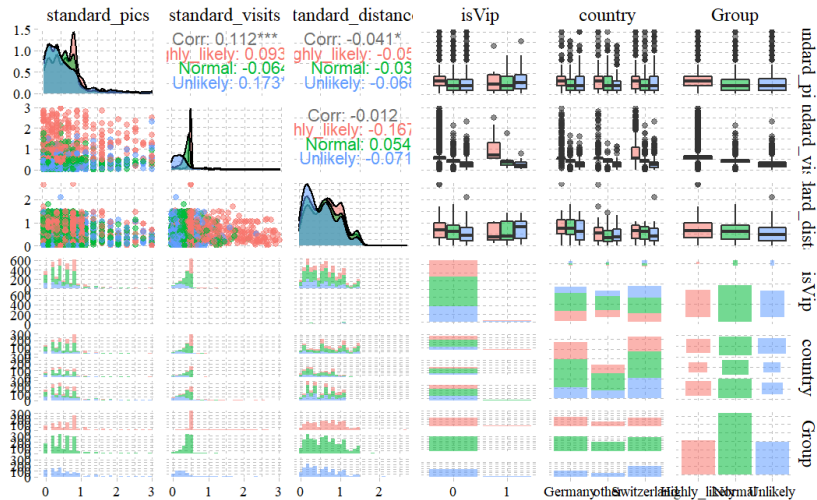
Leading Question

“What combination of features lead to more likes and a better dating app experience?”



Introduction to LDA

► Why and how we are using LDA



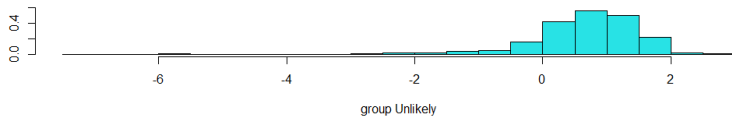
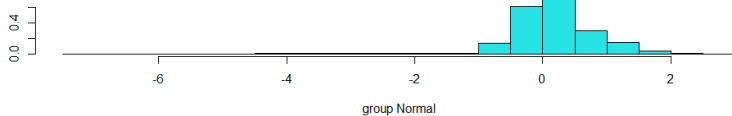
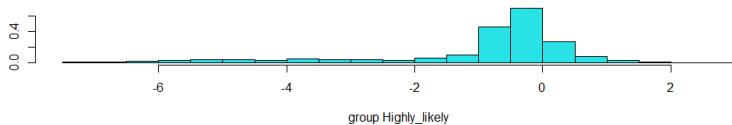
Conducting LDA

	standard_pics	standard_visits	standard_distance	
Highly_likely	0.697	0.7402	0.671	
Normal	0.5303	0.4085	0.6212	
Unlikely	0.5932	0.2816	0.5472	

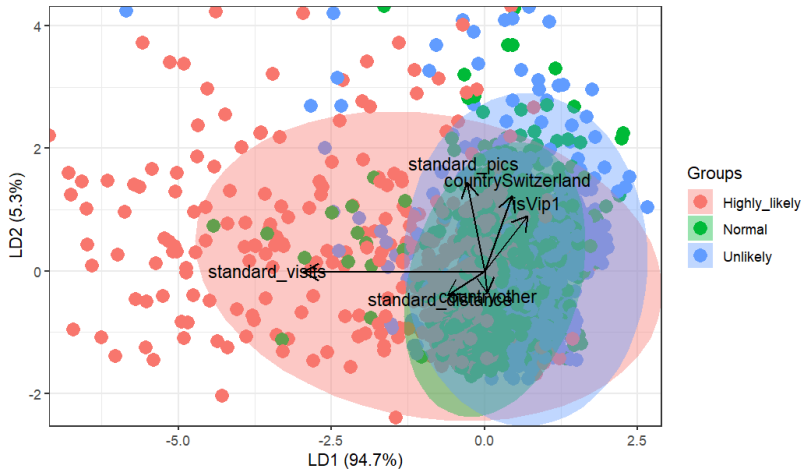
	isVip1	countryother	countrySwitzerland	age
Highly_likely	0.009975	0.2057	0.3728	22.16
Normal	0.02006	0.2372	0.3755	22.06
Unlikely	0.03333	0.1867	0.5253	21.77



LDA Results



LDA Results continued



Using Reduced Dimension for Classification

► Accuracy: 0.53

	Highly_likely	Normal	Unlikely
Highly_likely	54	11	6
Normal	152	363	171
Unlikely	2	18	41



Problems we encountered

- ▶ Our data was not normal
- ▶ A large number of outliers
- ▶ No linear separation between groups
- ▶ Failed most of our tests



Conclusion

Love is unpredictable!



References

Dataset

Mabilama, Jeffrey Mvutu. 2020.

“Dating App User Profiles’ Stats - Lovoo V3.”

<https://www.kaggle.com/jmmvutu/dating-app-lovoo-user-profiles?resource=download>

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