DATING APPS

Who will find love?

7 October 2025 | Wiktoria Golebiewska

DATA CLEANING

Uploading csv files
Removing/ skipping / renaming columns
Handling non-logical data
For purpose of some plots removing null values
Filtering / narrowing-down the dataset
Manually creating new data frames and merging for the purpose of Data Visualization tool (Flourish)

Descriptive Statistics:
Calculating basic descriptive statistics for the dataset (mean, count, max, min)

Data Visualization:
Python / Flourish

ABOUT DATA

Dataset 1: Latest user reviews for Dating apps available at Google Play Store- four separate datasets put together to create a new data frame

Dataset 2: Anonymized data extracted and transformed from Tinder conversations. The data includes various attributes related to the conversations between users

Sources: **Kaggle**

QUESTIONS TO ANALYZE

☆

Which Dating App is the most popular one?

⚥

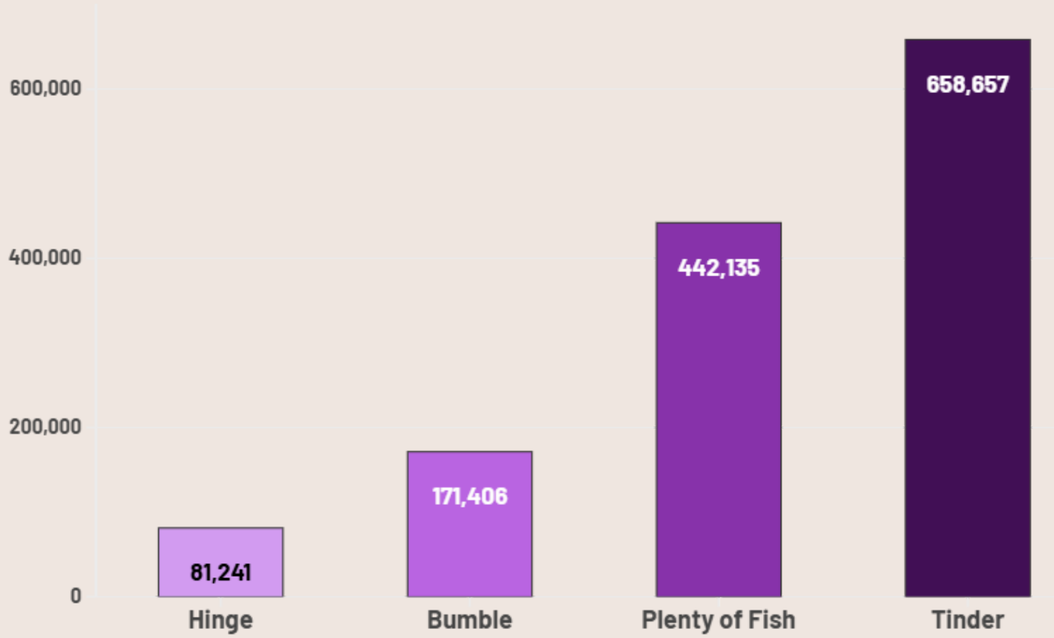
How different is the users behavior depending on their gender?

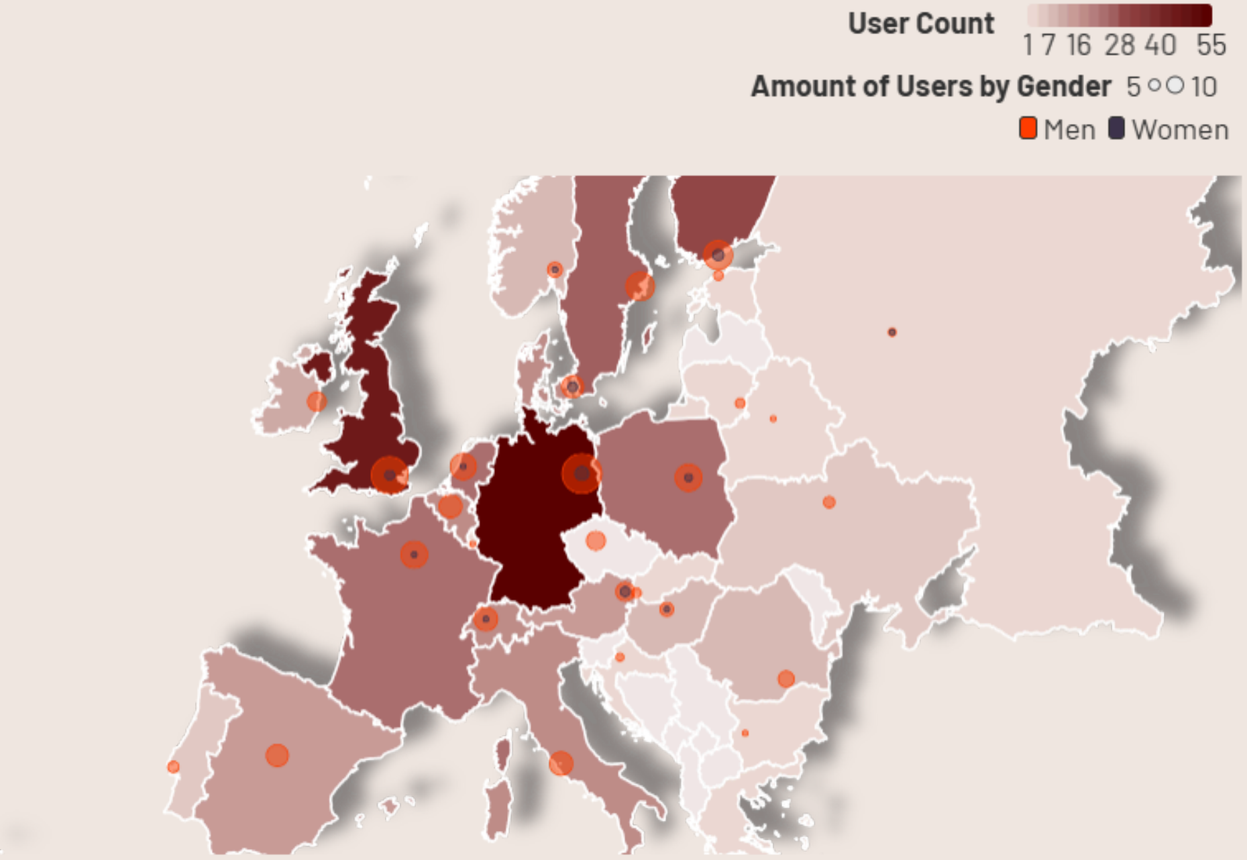
-`♡´-

Which factors can determine the maximum of human interactions?

Users count on the 4 most popular Dating Apps

and their distribution on the most reviewed one in Europe



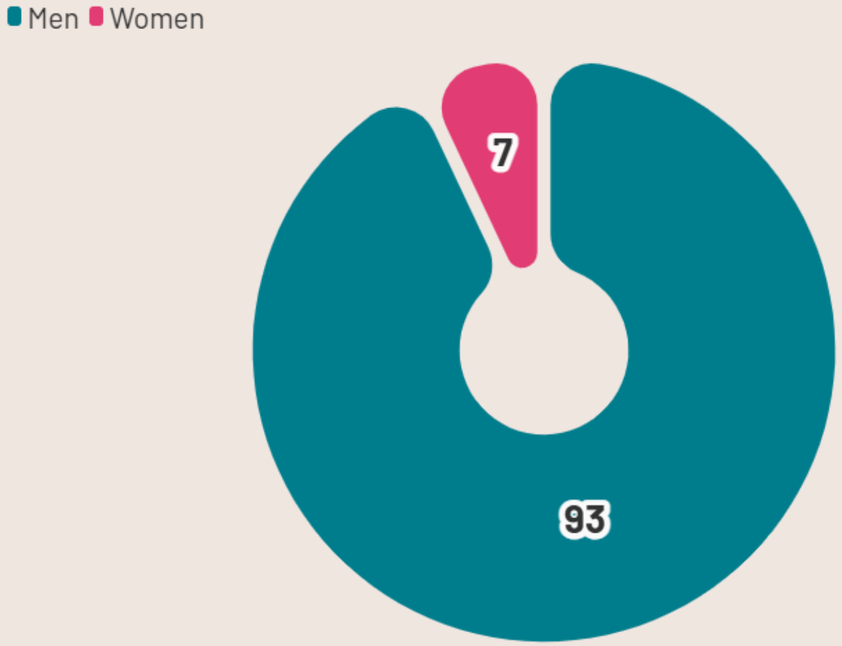


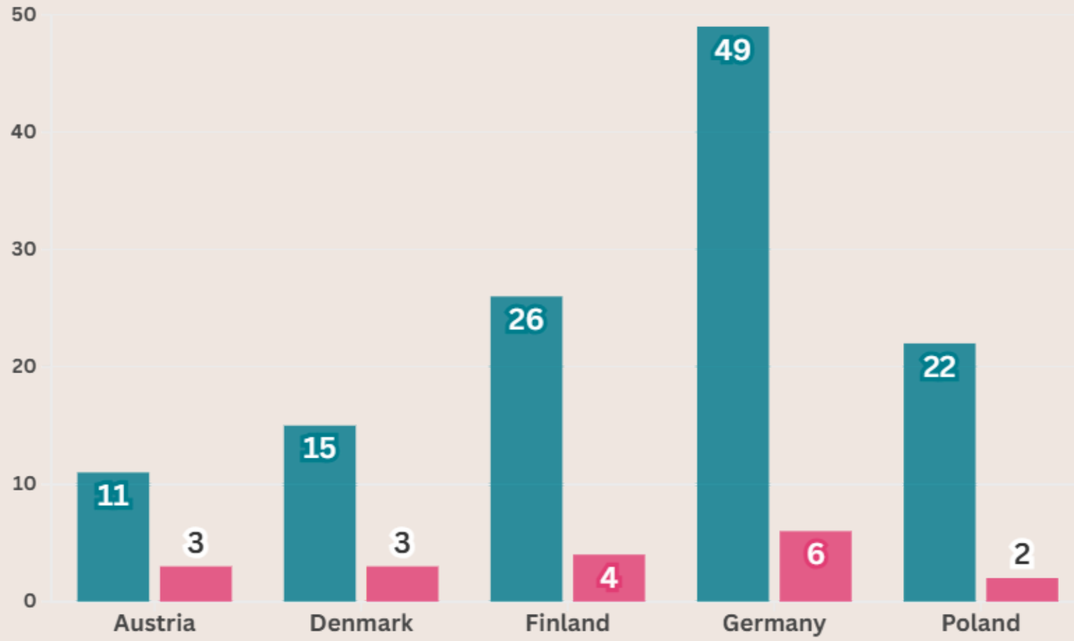
** The null countries values have been removed

- Tinder is the most popular Dating App
- The most users are distributed in Germany, United Kingdom, Finland and Sweden
- Women haven't been registered in all of the countries and have significantly less accounts

Gender distribution (in %)

and the Top 5 Countries with smallest disproportion in Users' Gender



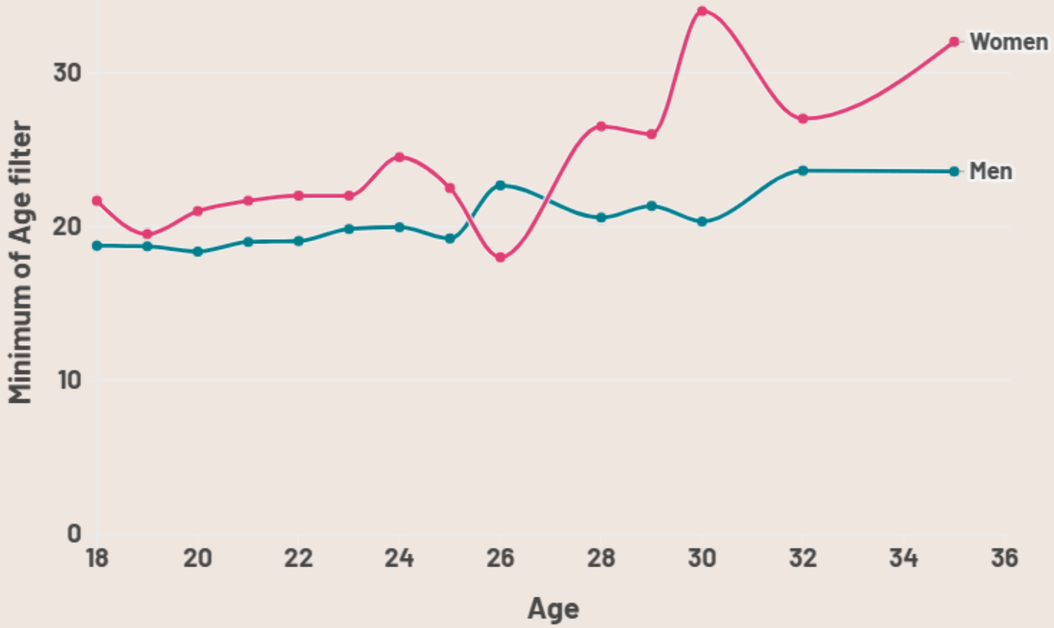


** The null countries values have been removed

- Men are registering significantly more than women
- Austria has the smallest gender disproportion and the smallest users count among these countries
- Germany has the biggest users count among these countries

User's Age vs. Minimum and Maximum Age filter

by Gender

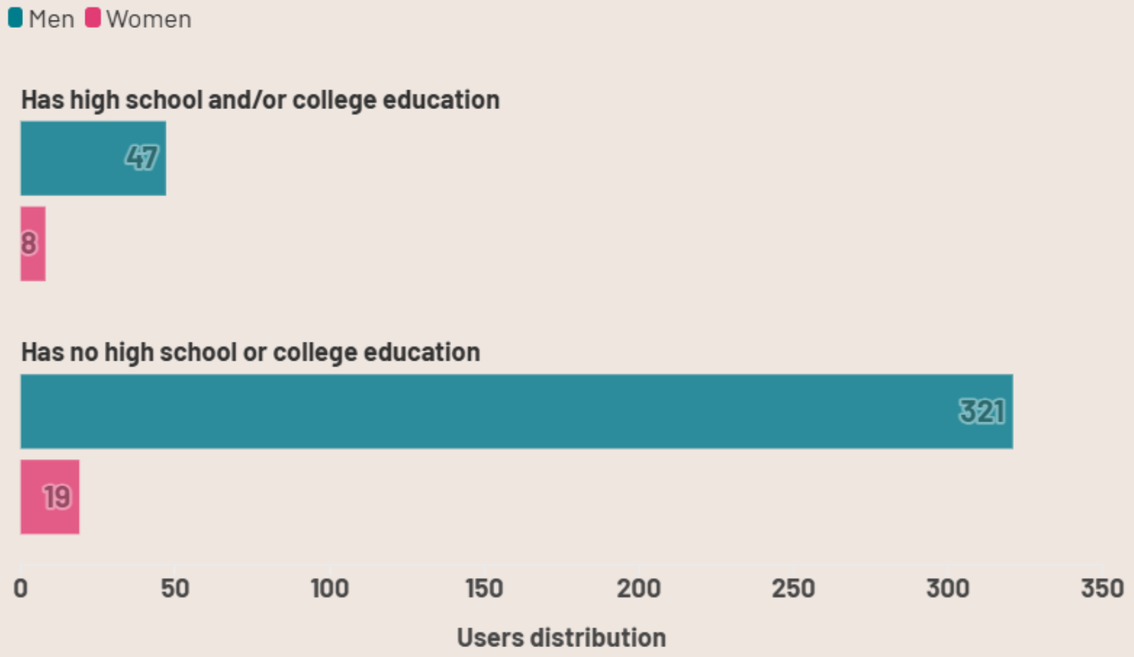


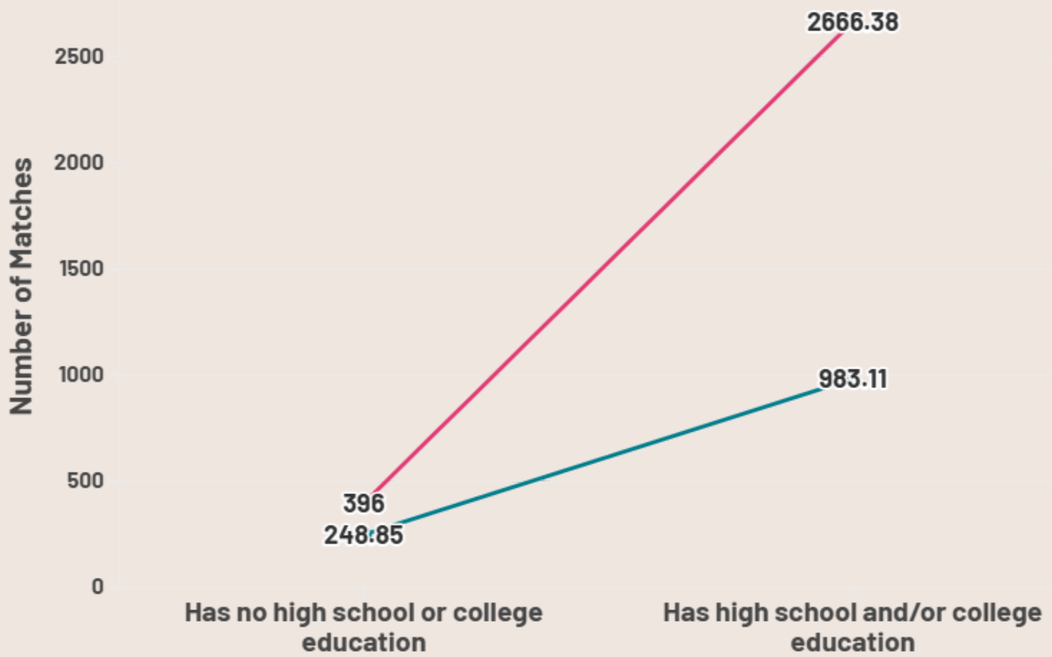
**The male users age has been adjusted to the female users age

- The age filter mostly increases with the users'age
- The filter is higher for female users
- The difference between women's and men's age filter is slightly bigger in the first case
- The spikes and valleys are more present in female users

Education vs. Users distribution and Number of matches

by Gender

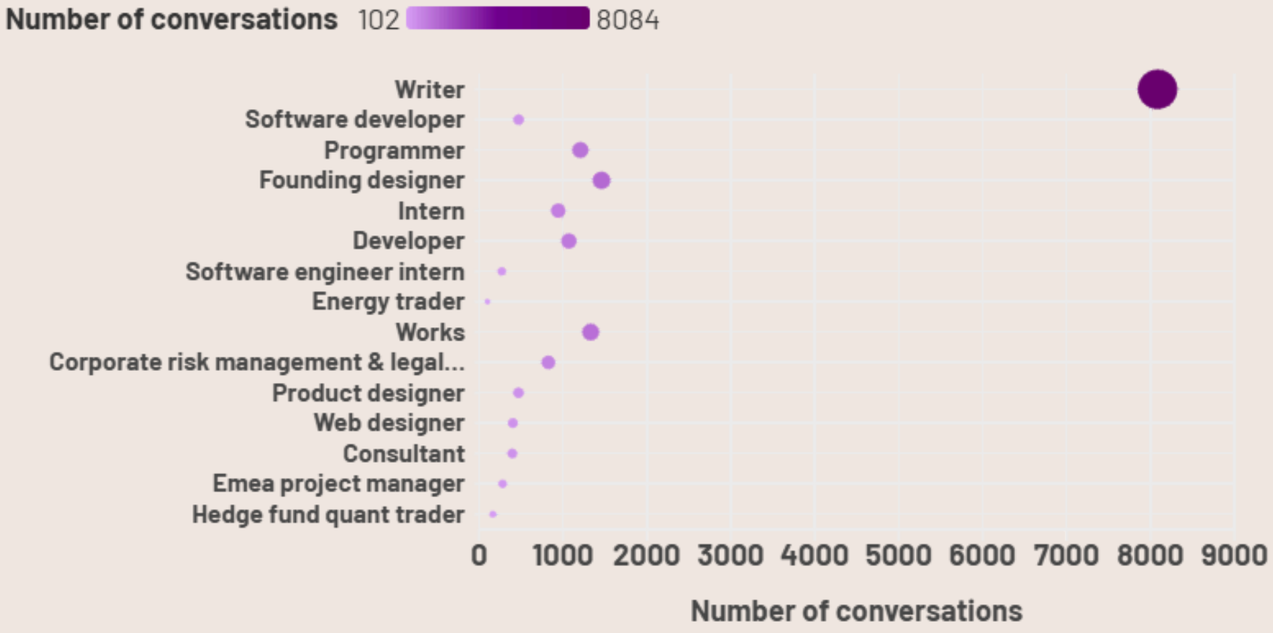




- There is more users of both gender with no higher education than in the oposite case
- Male users of no higher education is a leading group on Tinder
- Both women and men match more when they have a higher education
- Because of the gender distribution, women have much more matches than men

Top 15 Jobs and Countries with the highest Matches count

vs. Number of conversations



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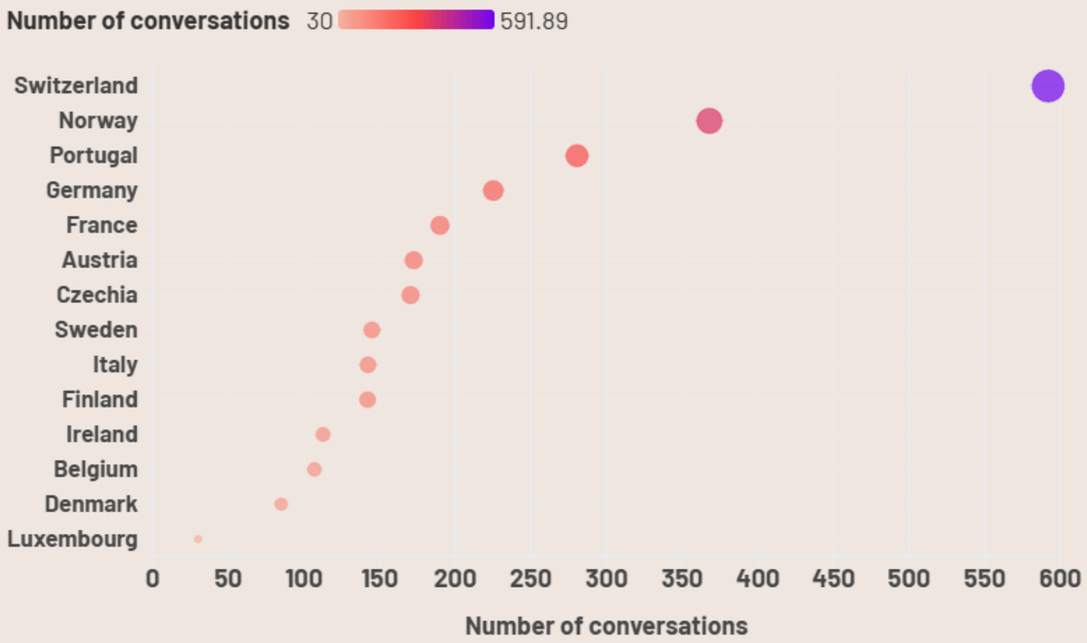


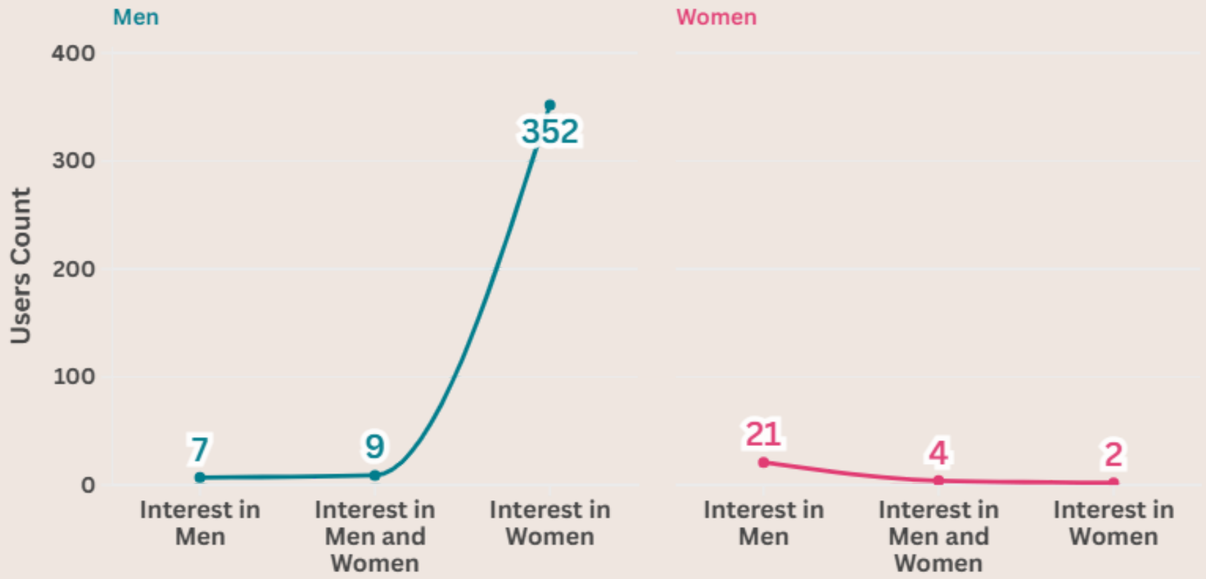
** The null countries values have been removed

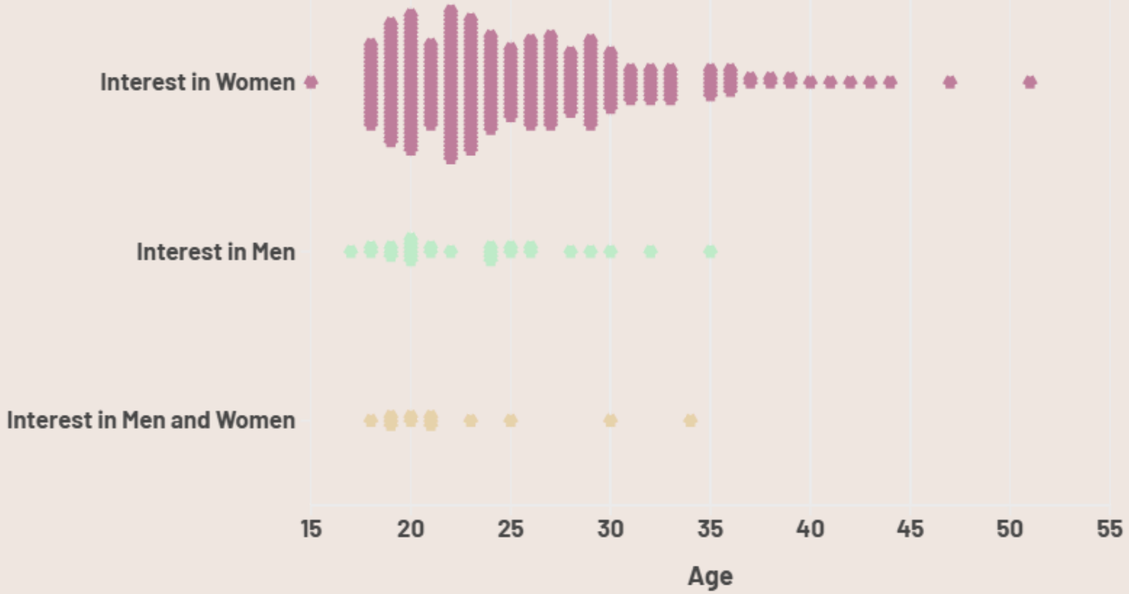
- Writers and Switzerland significantly outlie in comparison to the remaining jobs and countries

- Writers, Programmers, Founding designers, Works and Developers have over 1000 conversations in average

Norway, Portugal, Germany and France are in top 5 countries with the most conversations

Interest in Gender vs. Distribution and Users'Age





- The most of users are men and declare the interest in women
- For both genders, the second choice is an interest in men and women
- As the majority of users are men, the male users with the interest in women in age 18-30 are the leading group on Tinder

Conclusions

The group who is more likely to find love:

- uses Tinder among other Dating Apps
- lives in Austria, Denmark, Finland, Germany or Poland (according to the smallest gender disproportion)
- lives in Switzerland, Norway, Portugal, France, Chechia (according to the number of conversations)
- is in the age group 19-45 (based on the age filters)
- has a higher education
- has jobs such as Writers, Founding designers, Works, Programmer, Developer, Intern, Corporate risk manager
- is heterosexual

Next steps

- find a Tinder dataset with more reliable amount of users and less null data
- analyze other continents separately in order to get to more precise conclusions
- explore datasets from previous years to check how other life-factors, such as historic events affect the data

T H A N K Y O U