

# DATING APPS

Who will find love?

7 October 2025 | Wiktoria Golebiewska



# A B O U T   D A T A

- Latest user reviews for Dating apps available at Google Play Store
- Anonymized data extracted and transformed from Tinder conversations. The data includes various attributes related to the conversations between users

## **Data Loading and Cleaning:**

Uploading csv files

Removing/ skipping / renaming columns

Handling non-logical data

Filtering / narrowing-down the dataset

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

**Sources:** [Kaggle](#)

# QUESTIONS TO ANALYZE



**Which Dating App is  
the most popular  
one?**



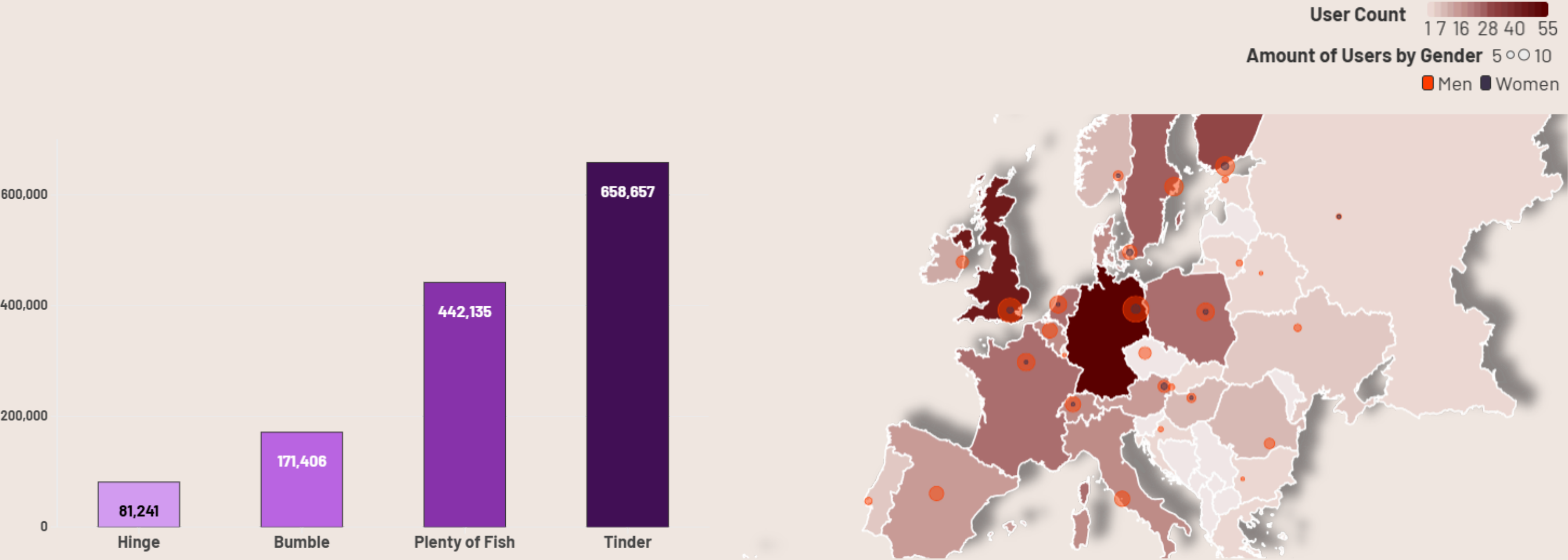
**How different is the  
users behavior  
depending on their  
gender?**



**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



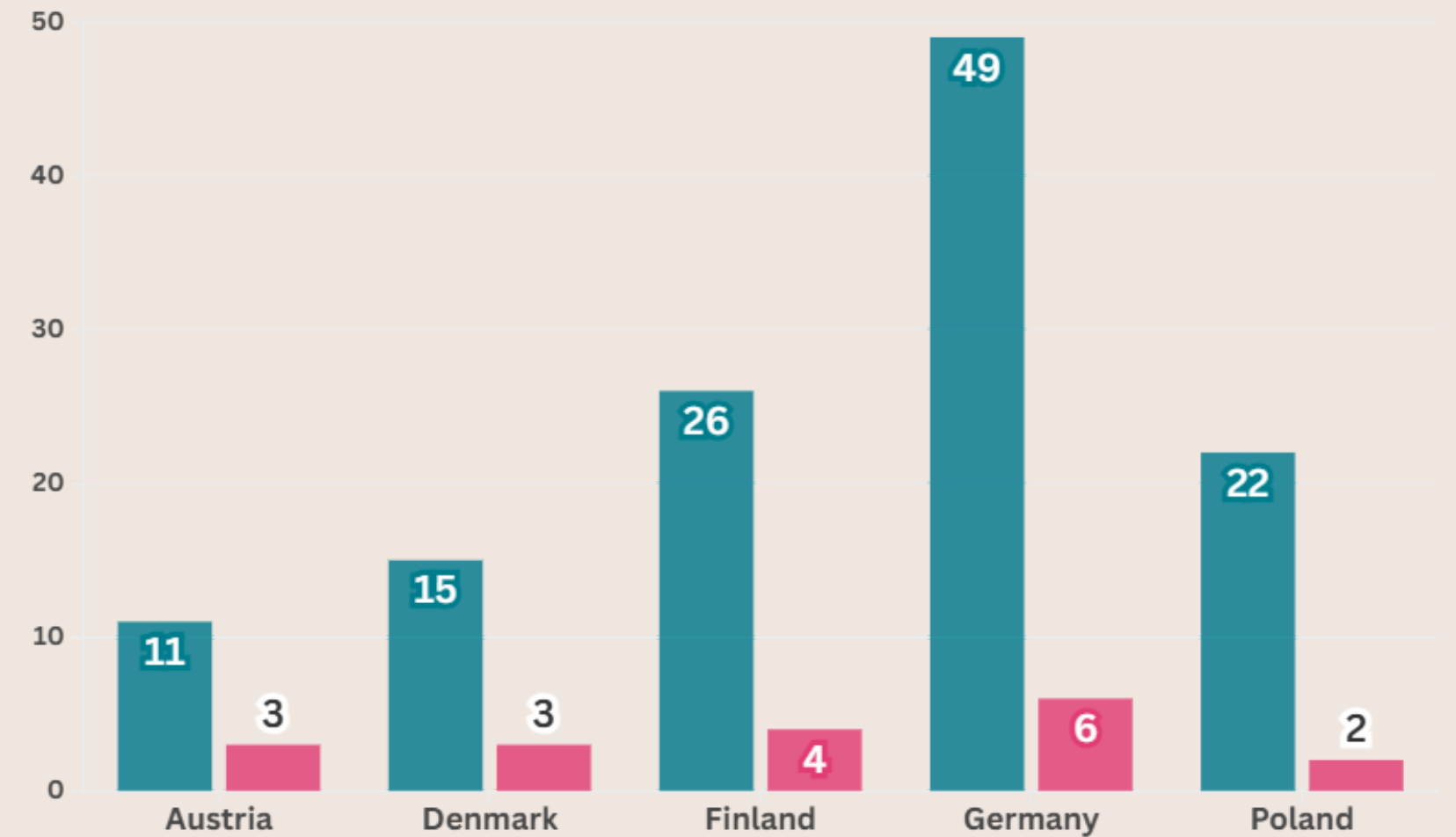
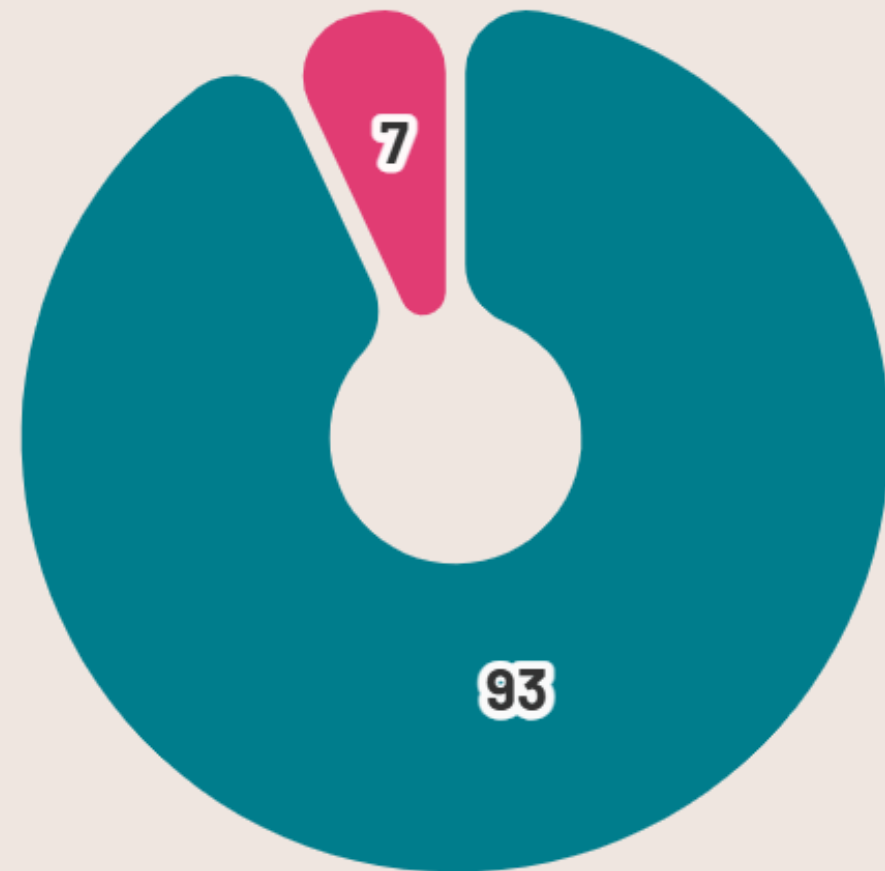
\*\* The null countries values have been removed

- 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

■ Men ■ Women



\*\* The null countries values have been removed

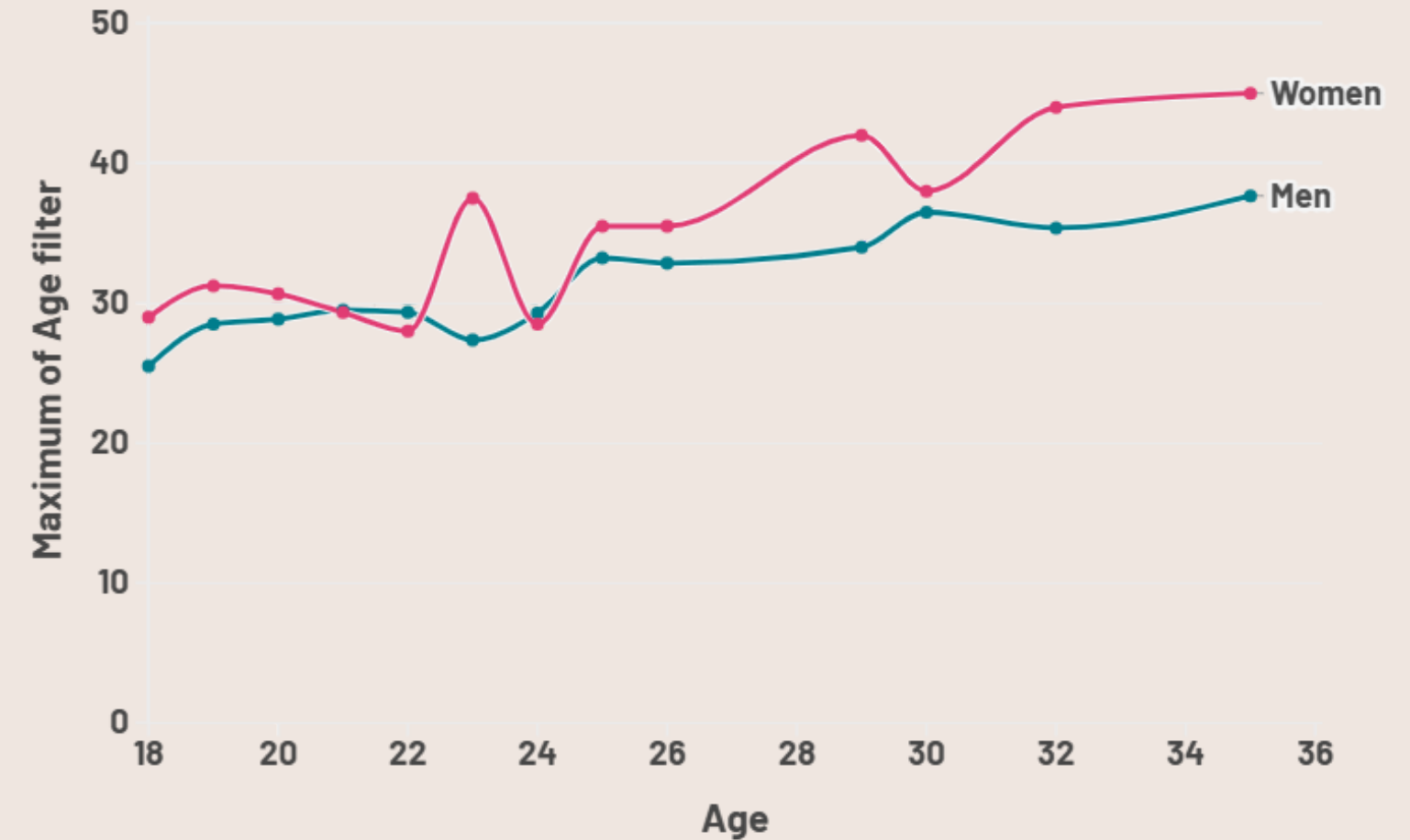
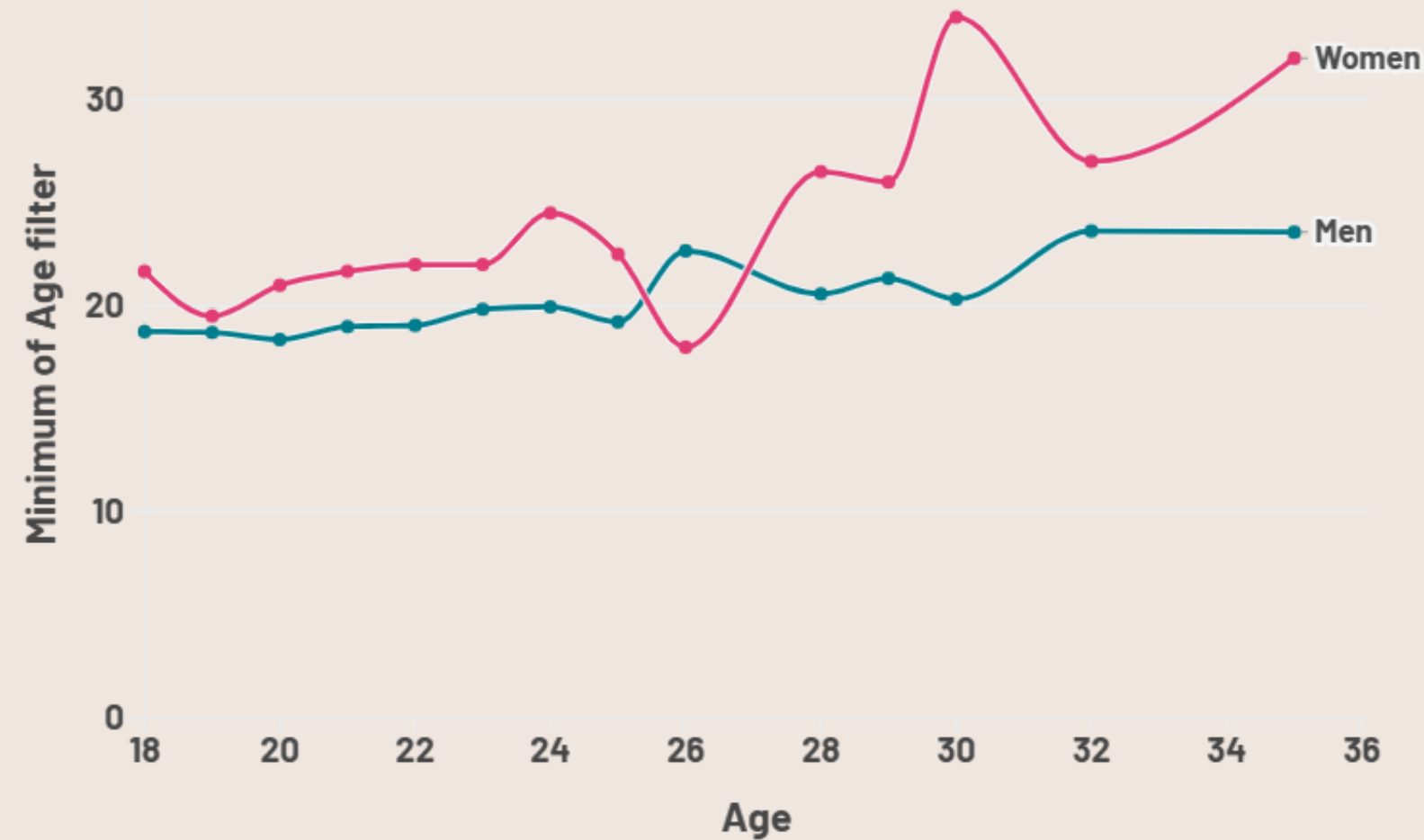
- Men are registering significantly more than women

- 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

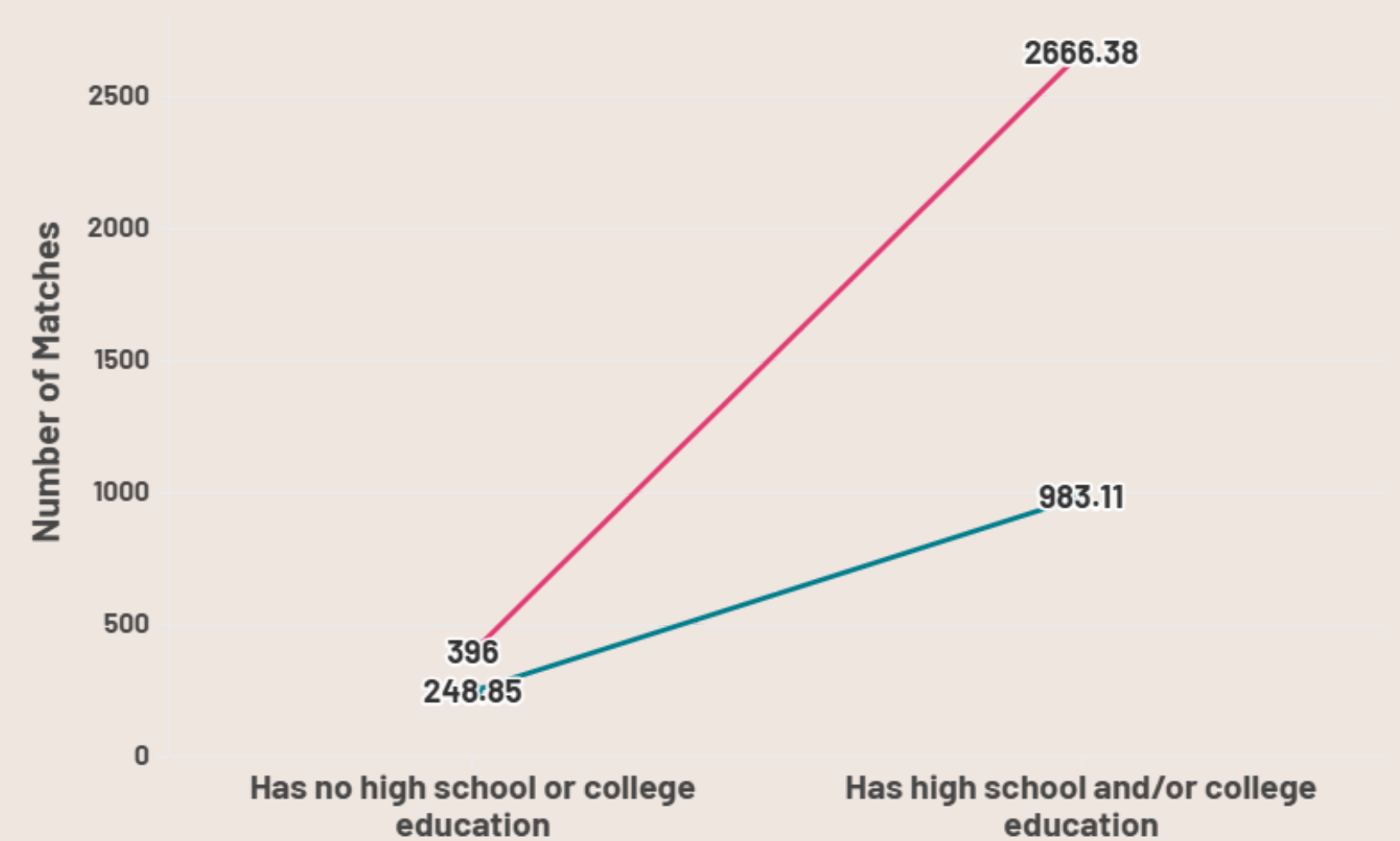
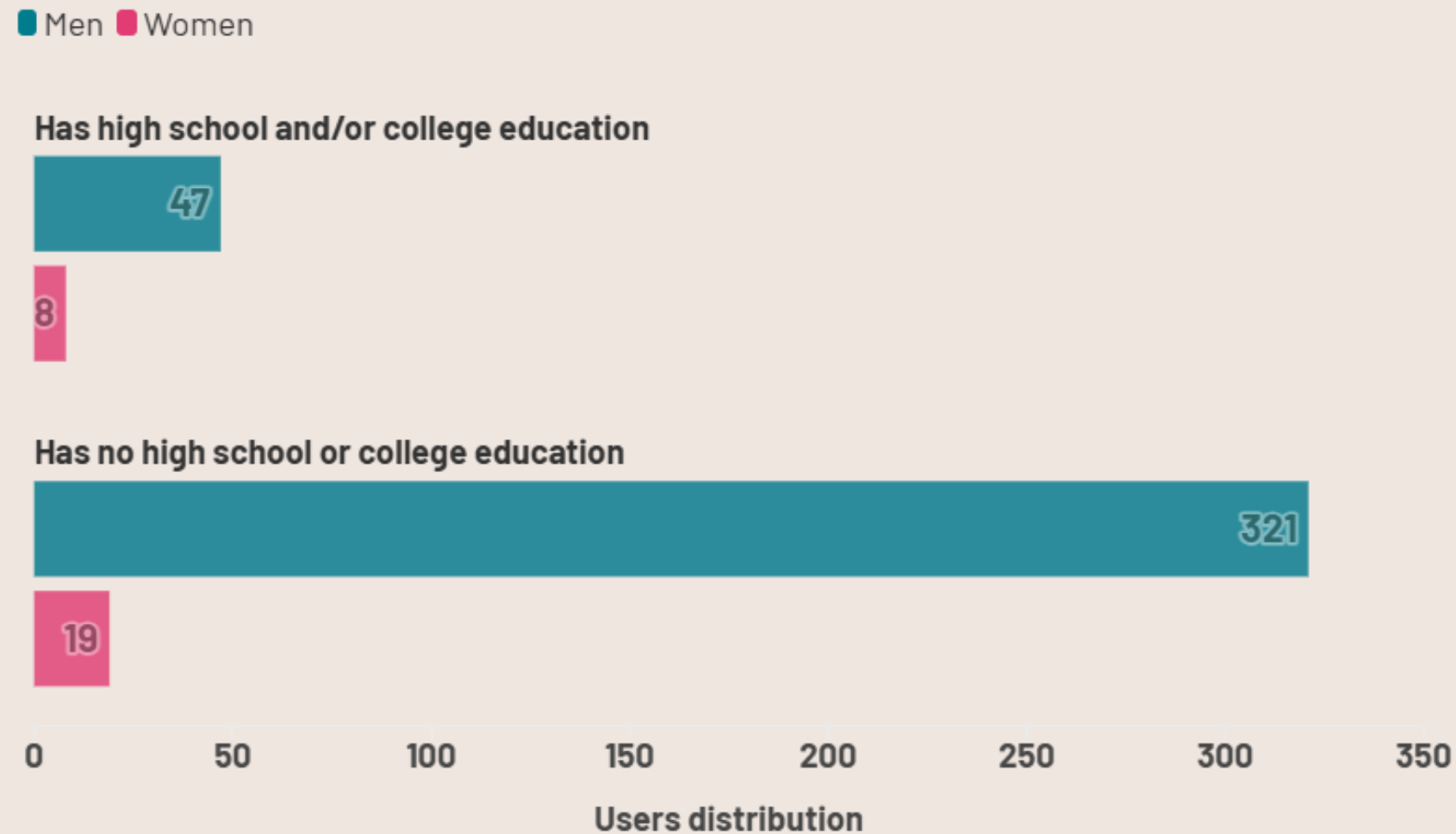
## by Gender



\*\*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

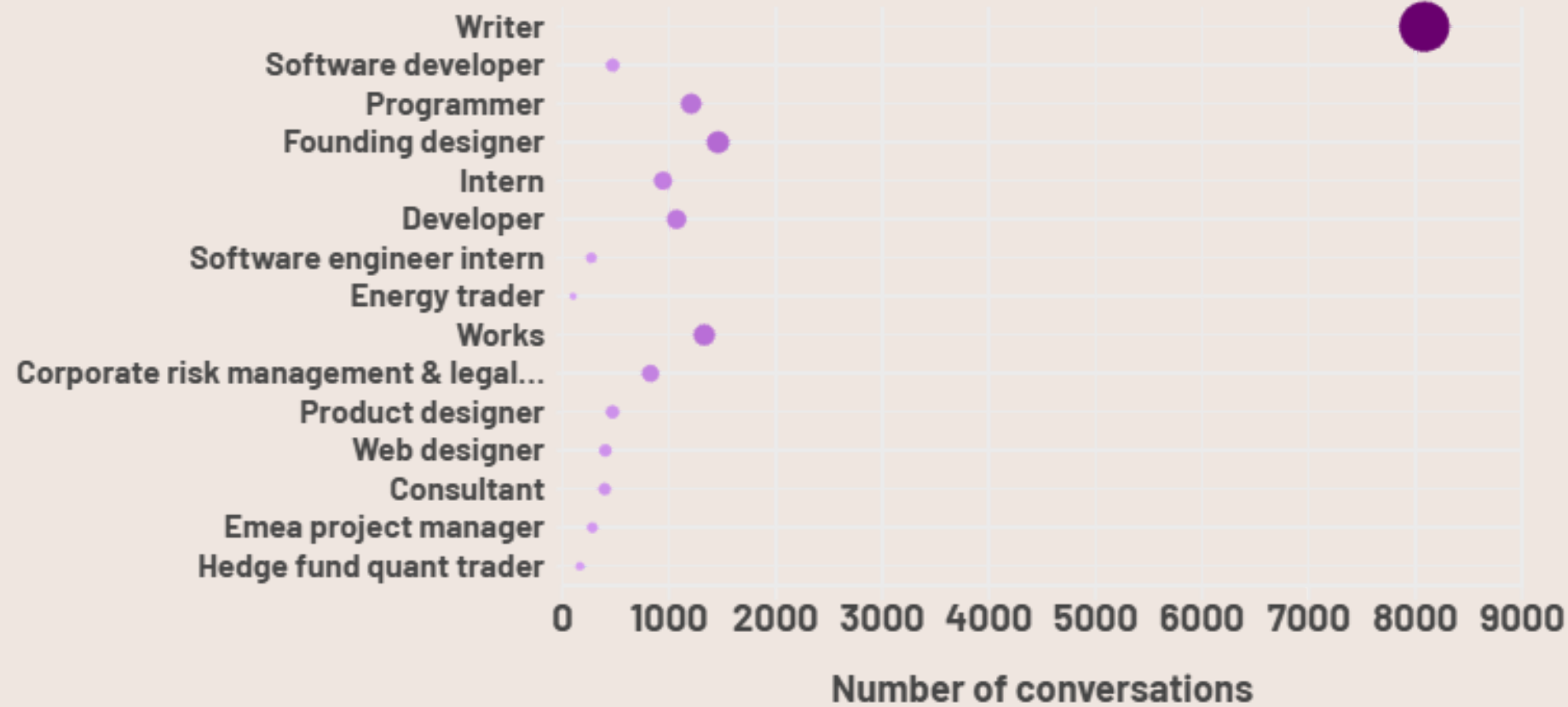
# Education vs. Users distribution and Number of matches by Gender



- 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

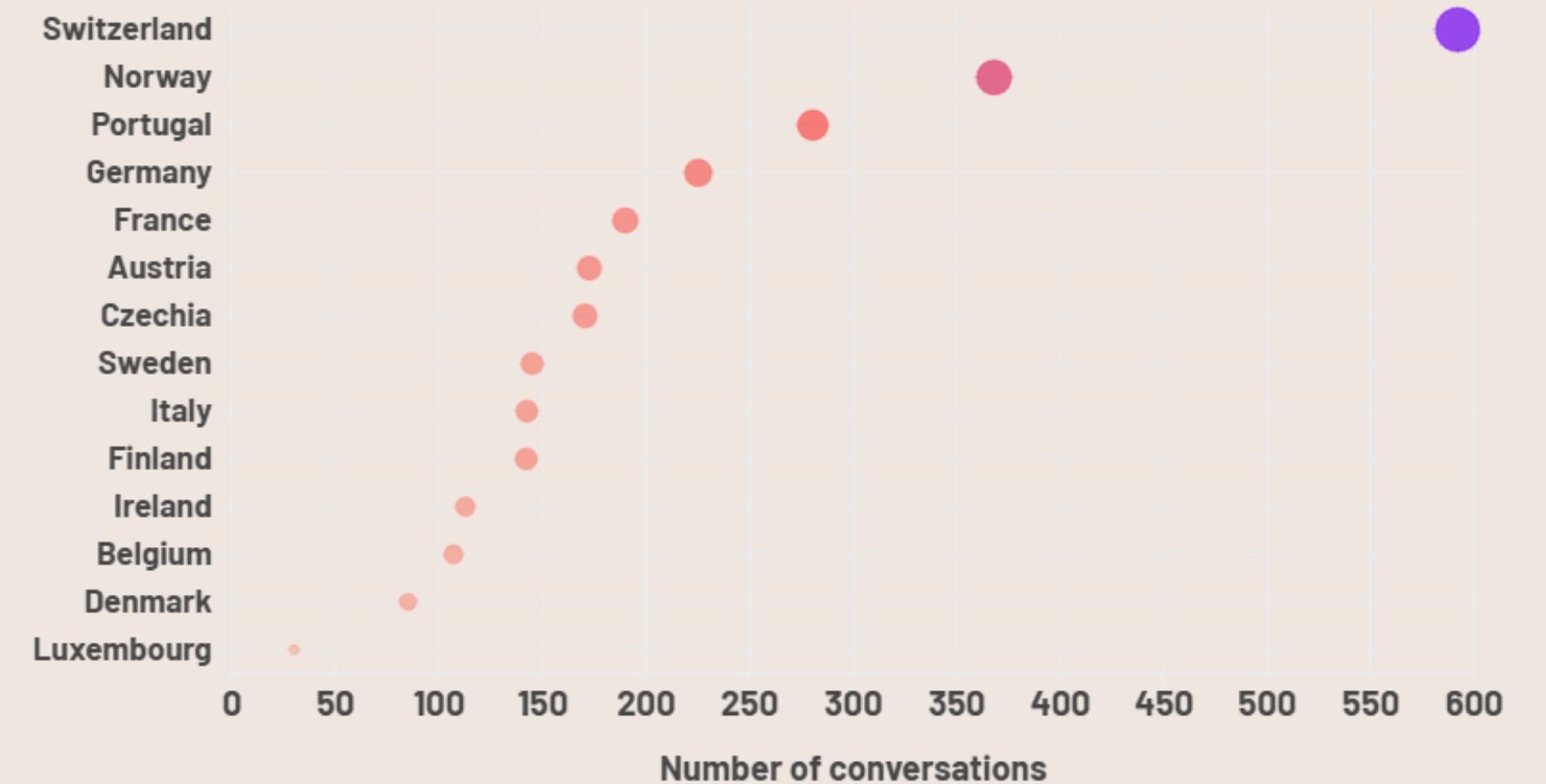
# Top 15 Jobs and Countries with the highest Matches count vs. Number of conversations

Number of conversations 102 8084



\*\* The null job title values have been removed

Number of conversations 30 591.89



\*\* The null countries values have been removed

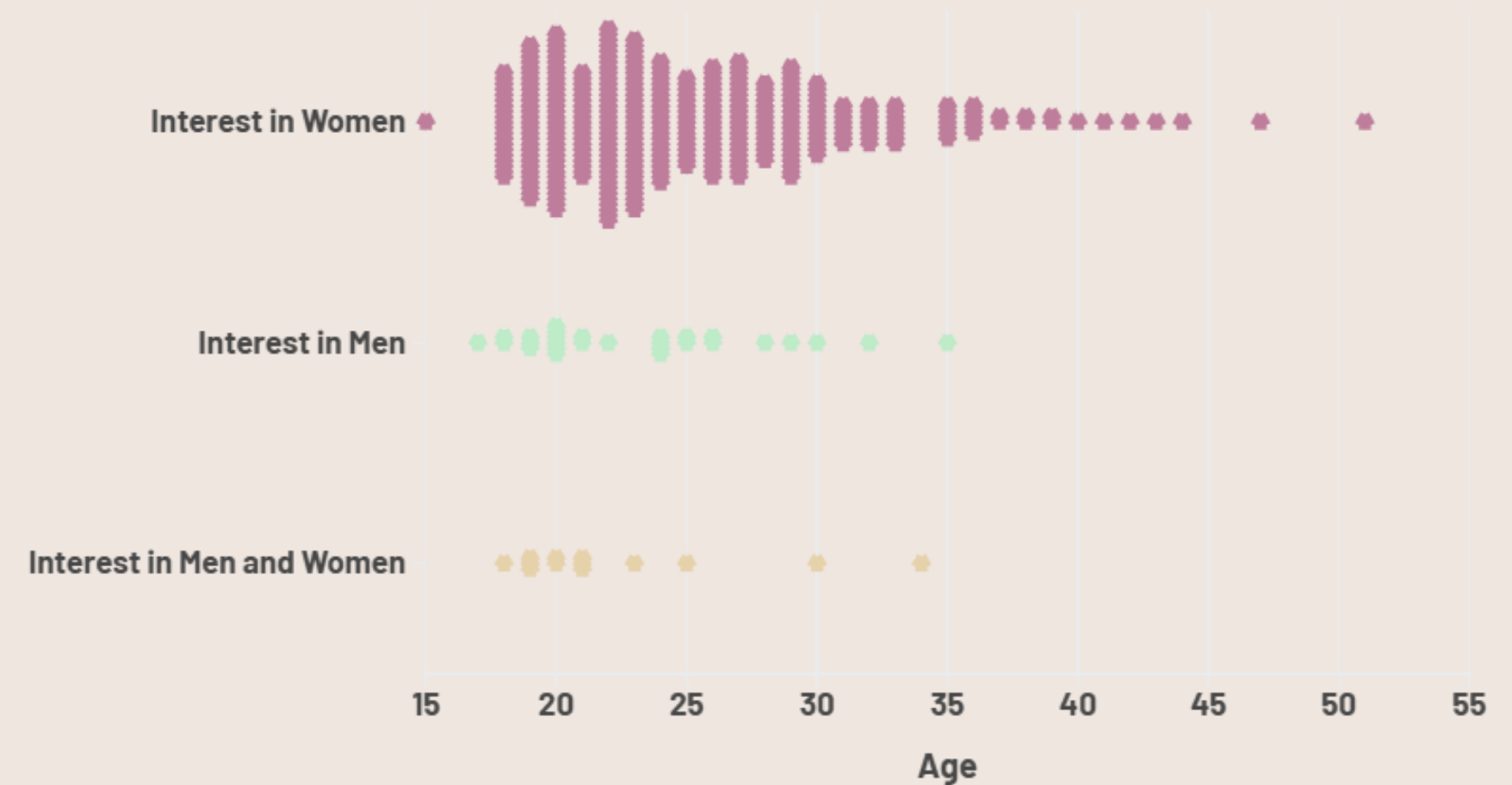
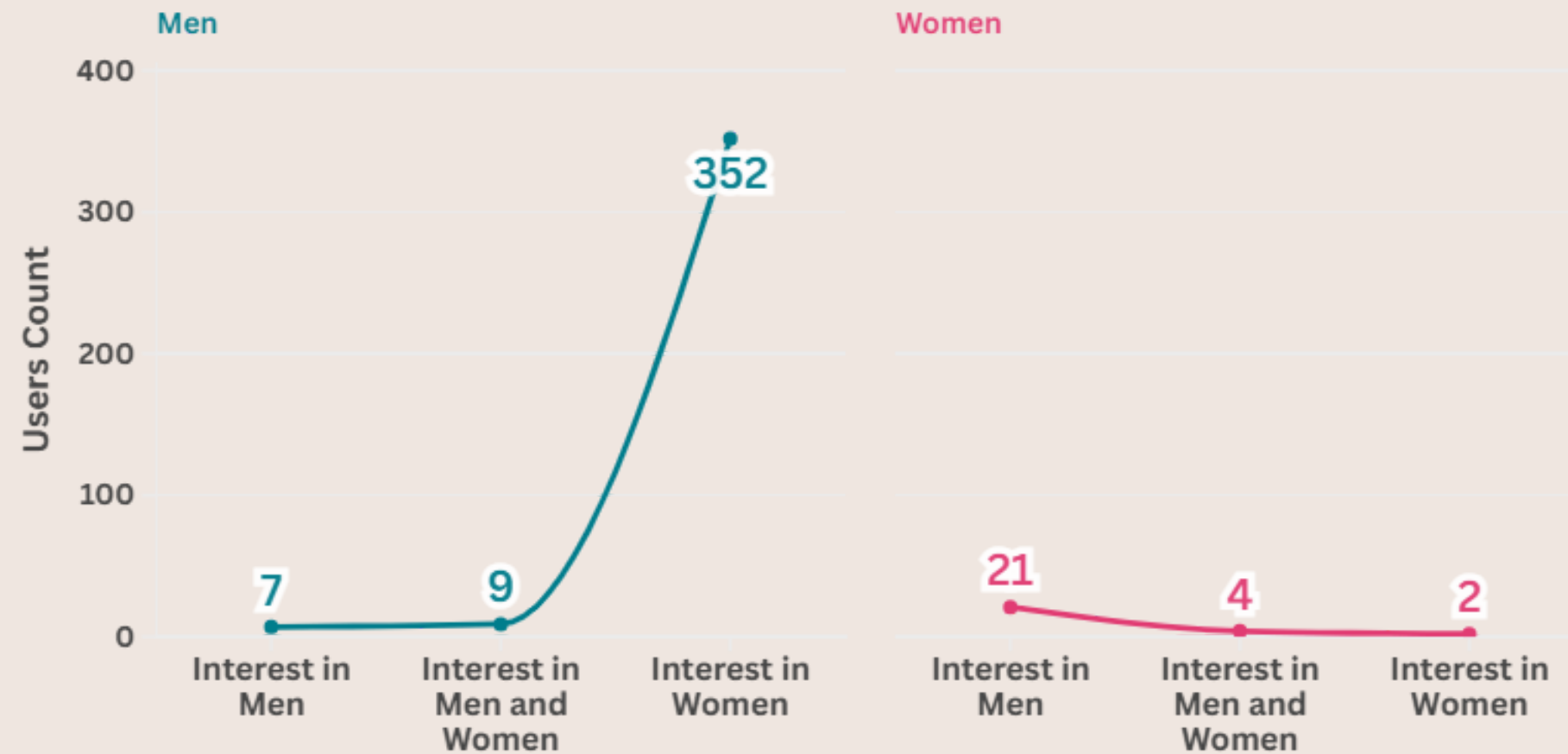
- Writers and Switzerland significantly outlie in comparison to the remaining jobs and countries

- 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 & next steps

## 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 the smallest gender disproportion)
- lives in Switzerland, Norway, Portugal, France, Chechia (according to the number of conversations)
- is in the age group 19-45 (according to 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



THANK YOU