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

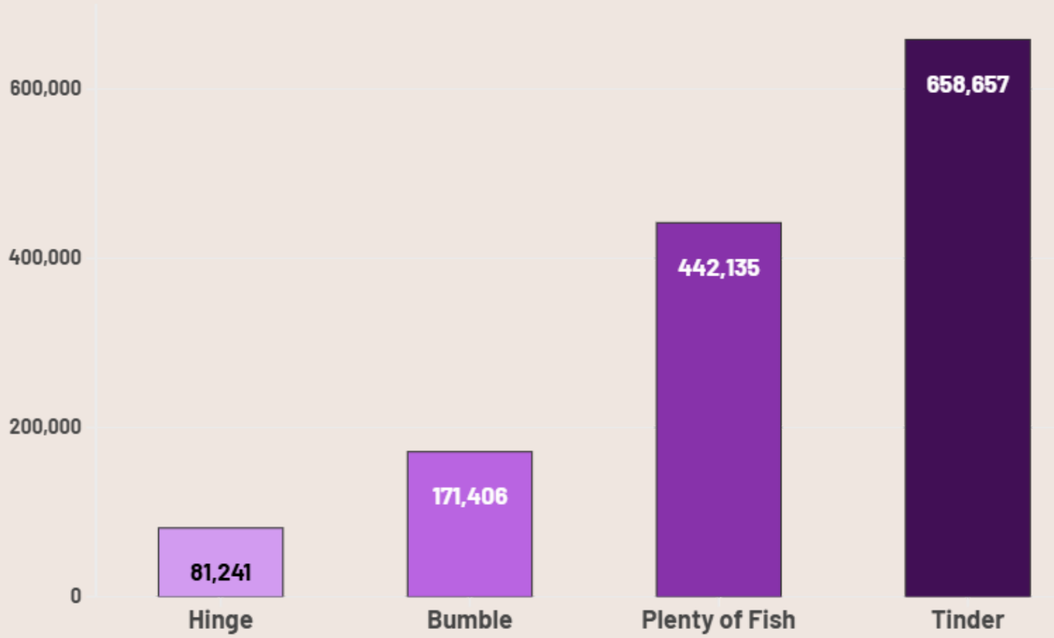
Which Dating App is the most popular one?

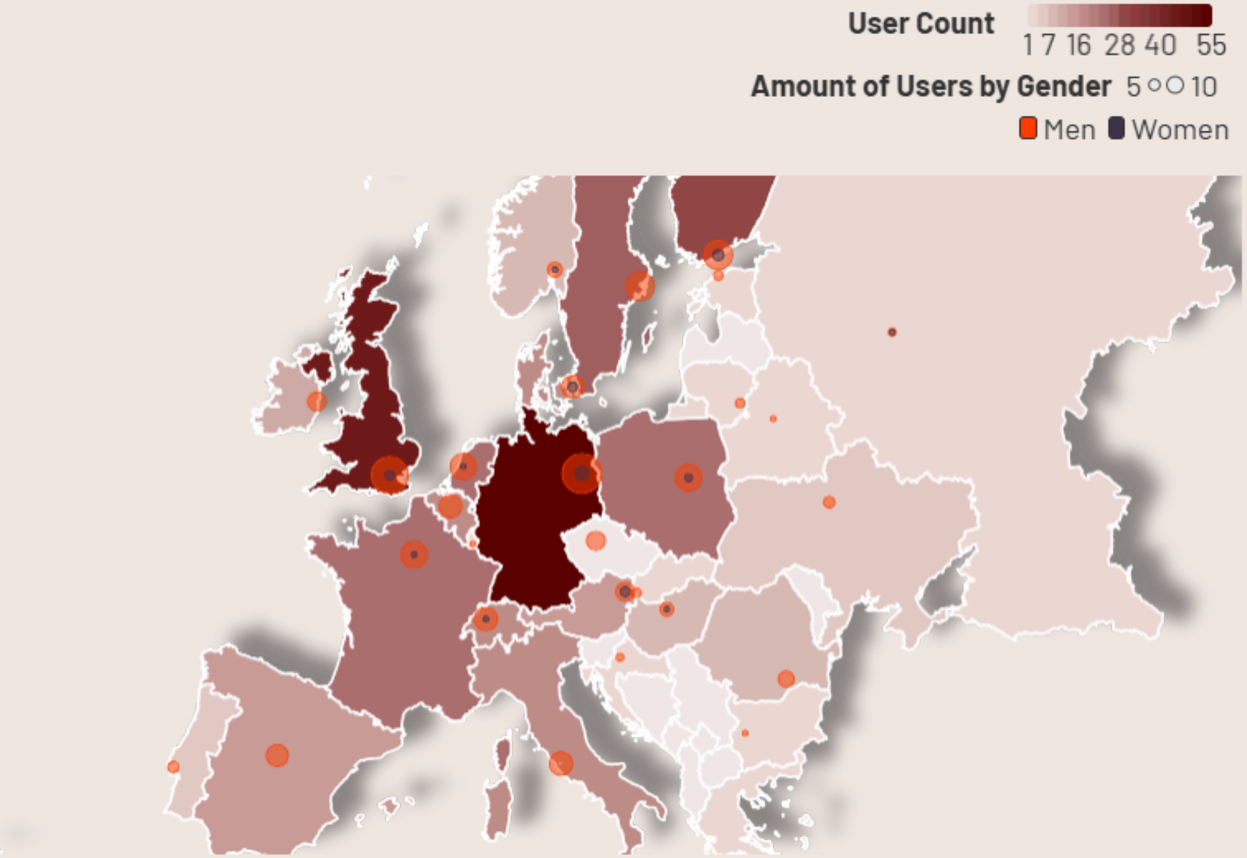
How different is the users behavior depending on their gender?

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



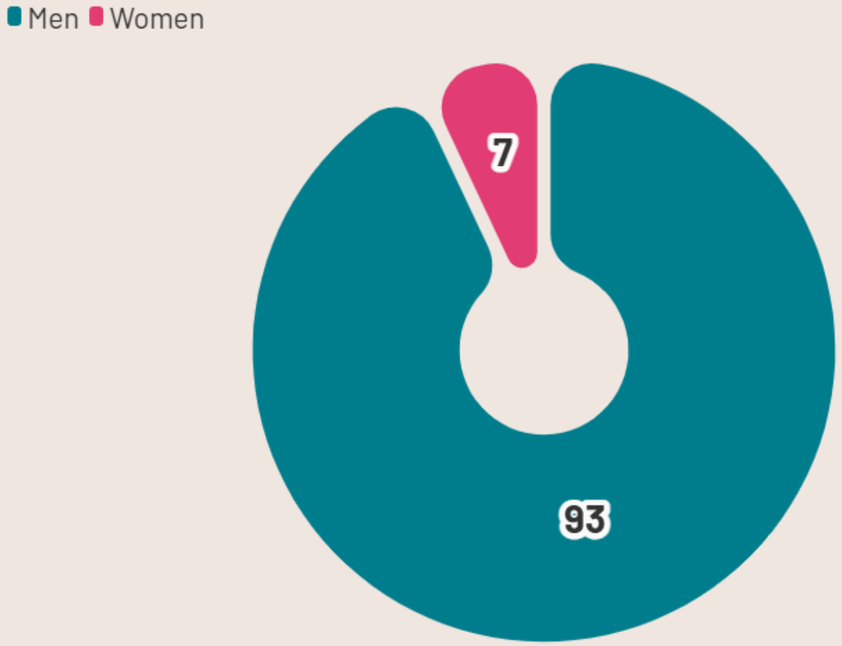


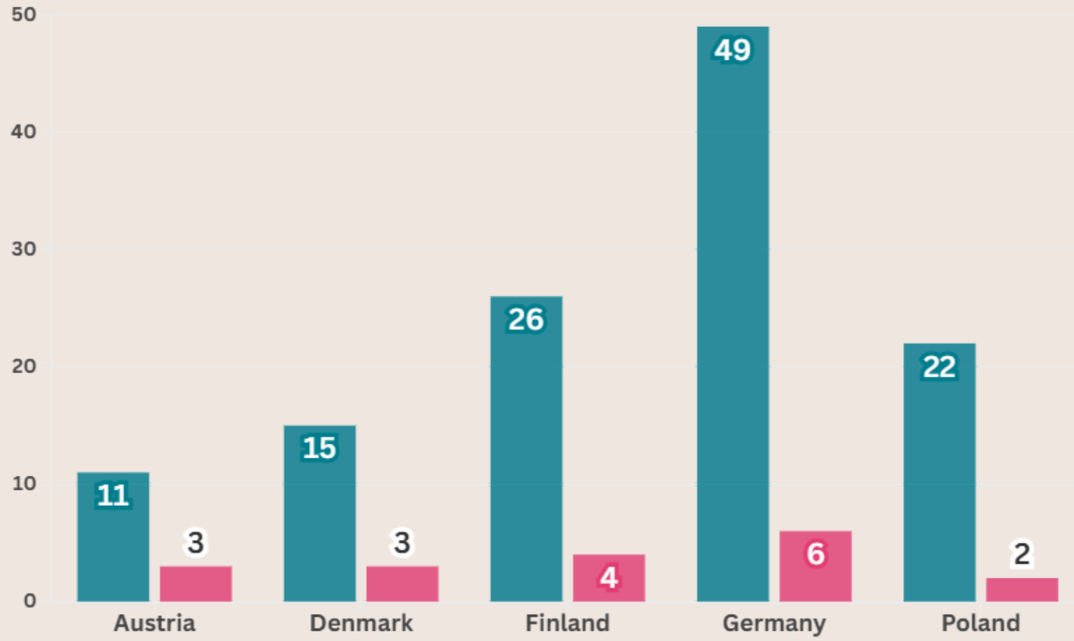
** The null countries values have been removed

- 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



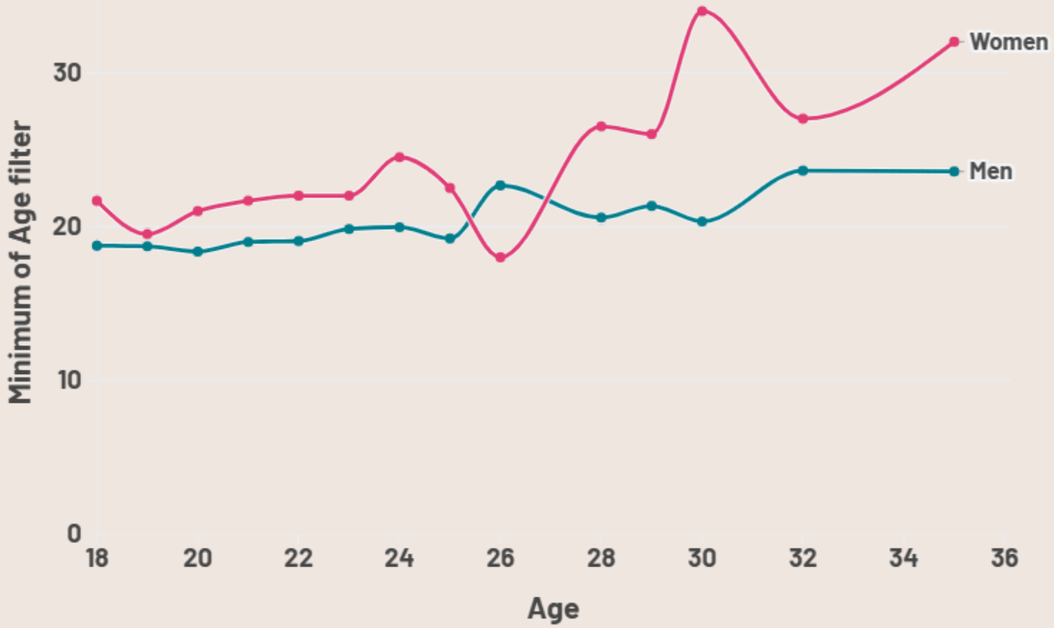


** The null countries values have been removed

- 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

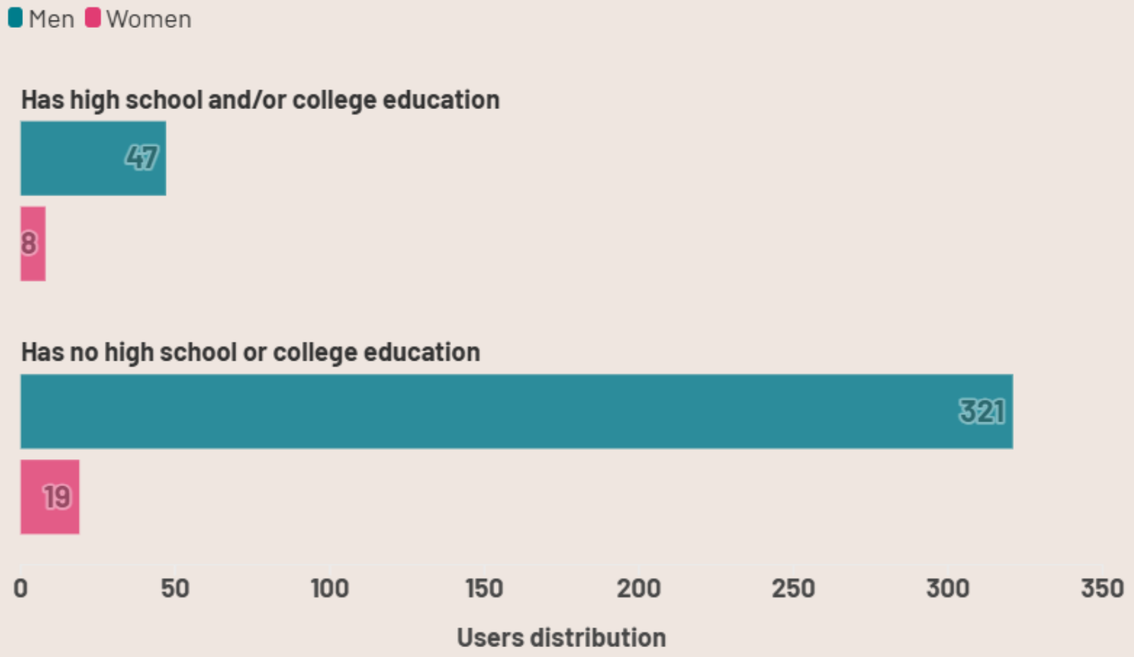


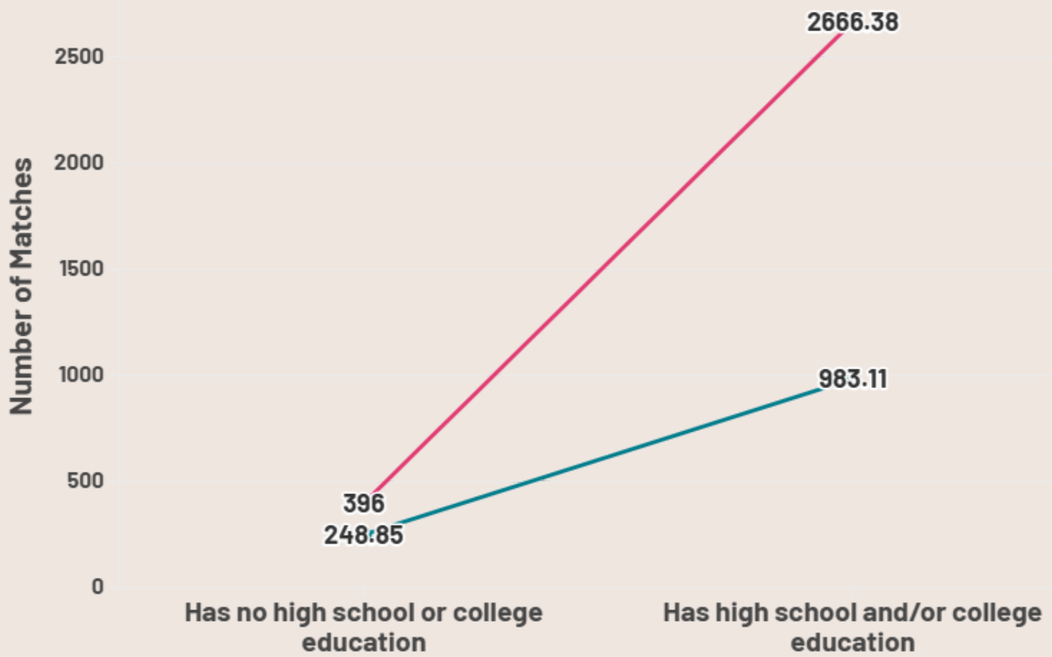
**The male users age has been adjusted to the female users age

- 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

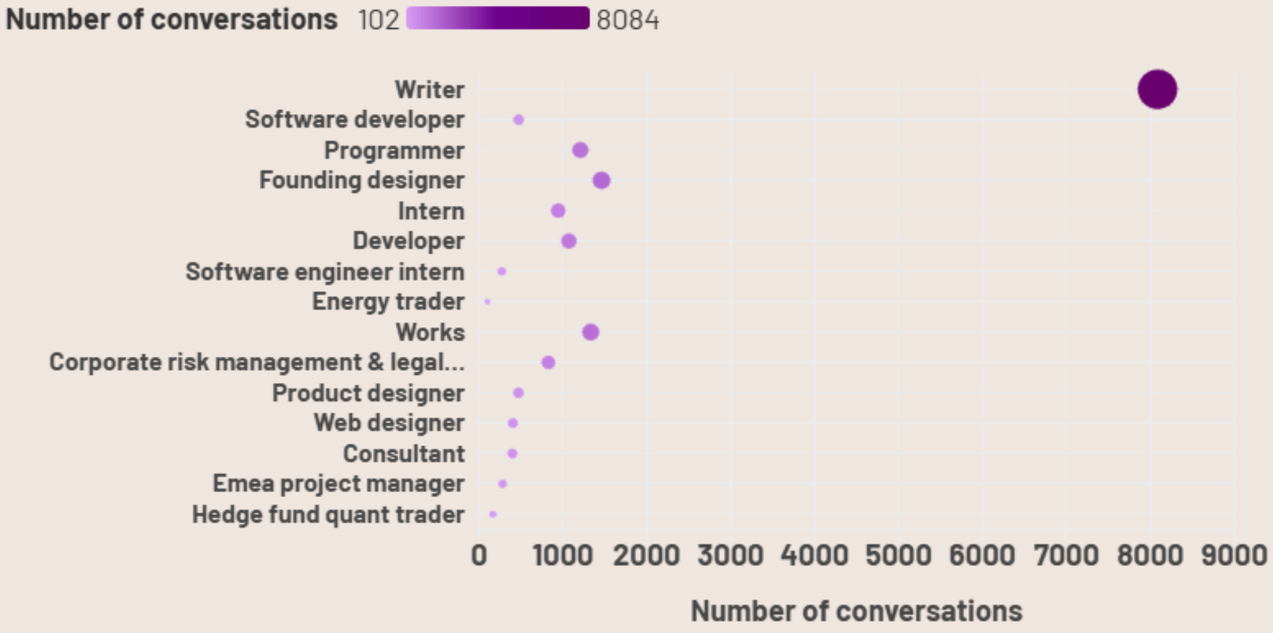




- There is more users of both gender with no higher education than in the oposite case
- Male users of no higher education is a leading group on Tinder
- Both women and men match more when they have a higher education
- Because of the gender distribution, women have much more matches than men

Top 15 Jobs and Countries with the highest Matches count

vs. Number of conversations



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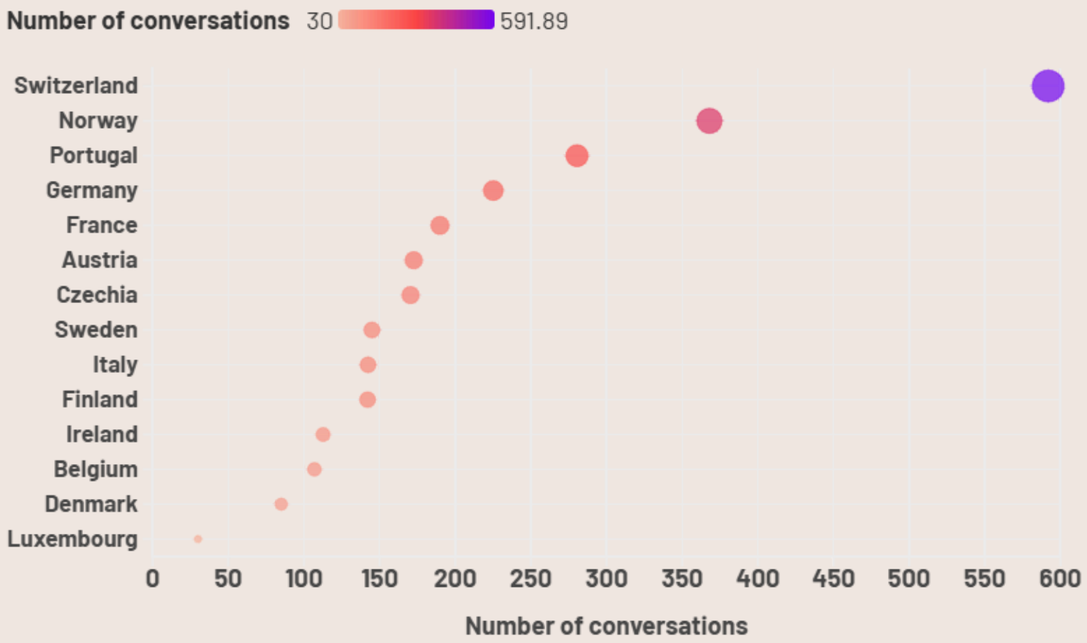


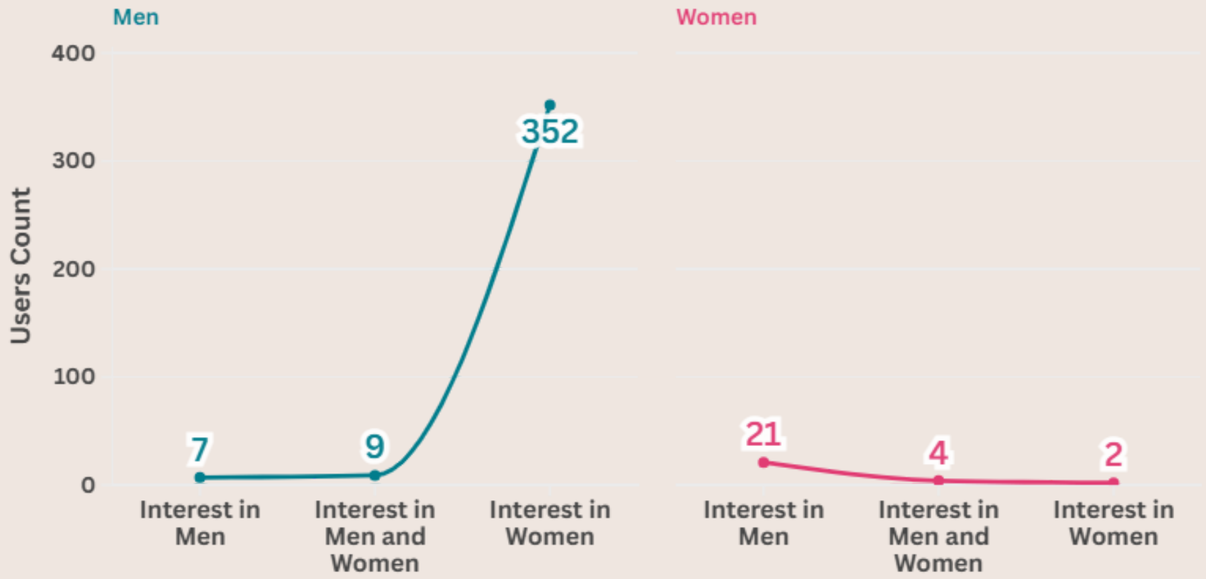
** The null countries values have been removed

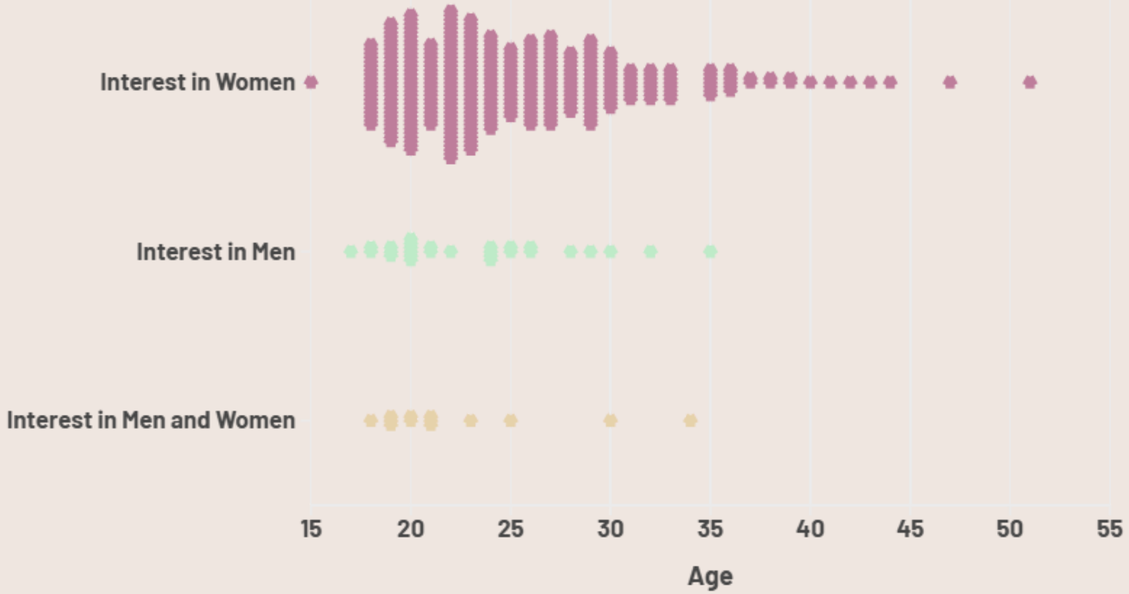
- Writers and Switzerland significantly outlie in comparison to the remaining jobs and countries

- 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