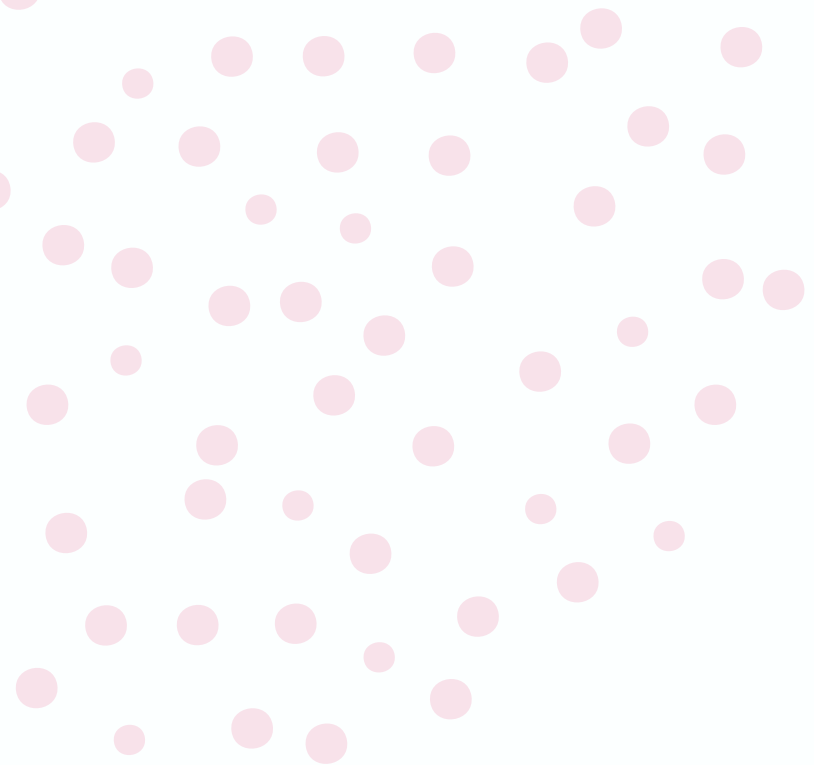


Ironhack Project – Ana Frias

SPEED DATING

DATA INSIGHTS



DATING SERVICES WORTH IN
THE UNITED STATES ALONE

**\$2.5
billion**



OVERVIEW

Likelihood of being matched

The impact of the order of people met

Dating Experience & outcomes

Self-esteem & success



CONTEXT

SOURCE

Partnership with Columbia Business School

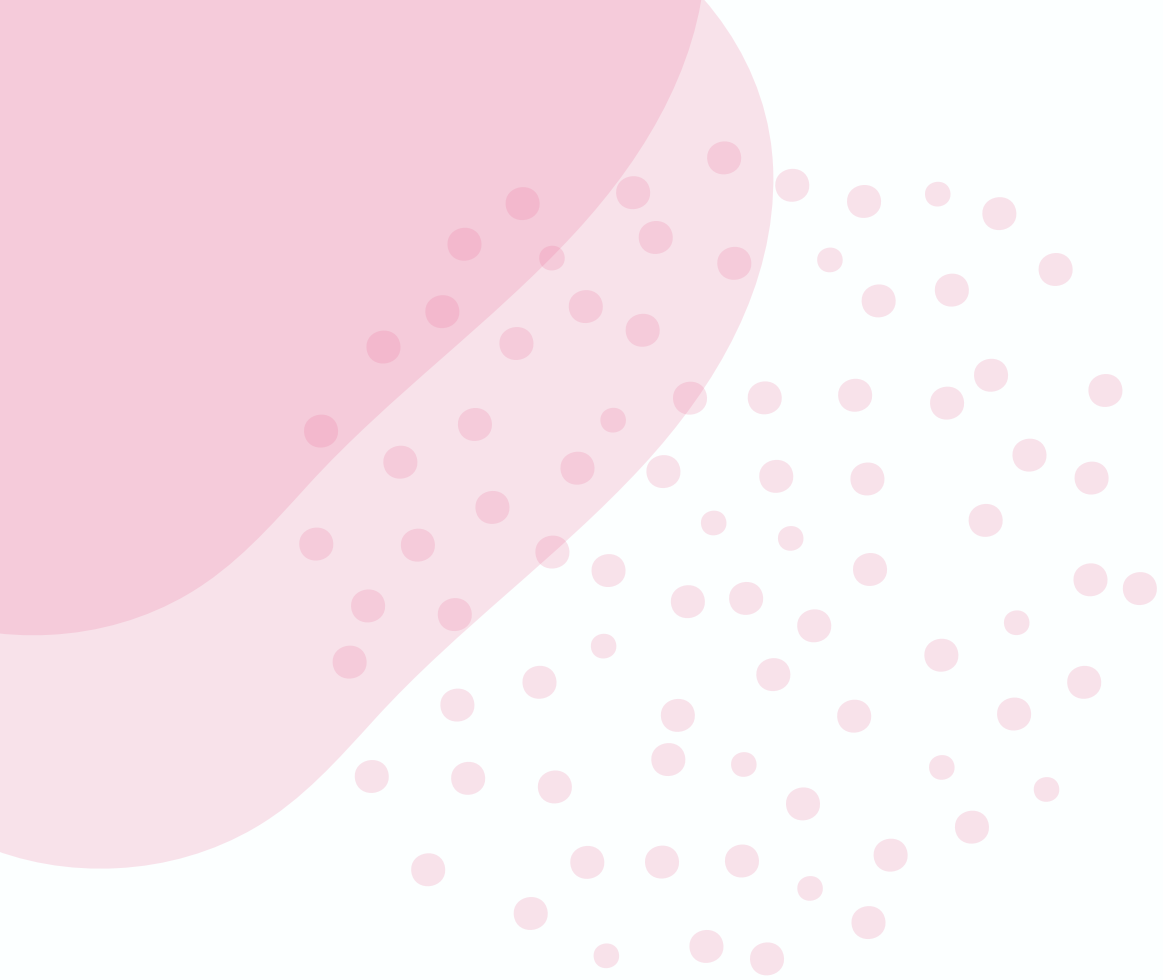
550 speed dating attendees were given a survey

2002 – 2004



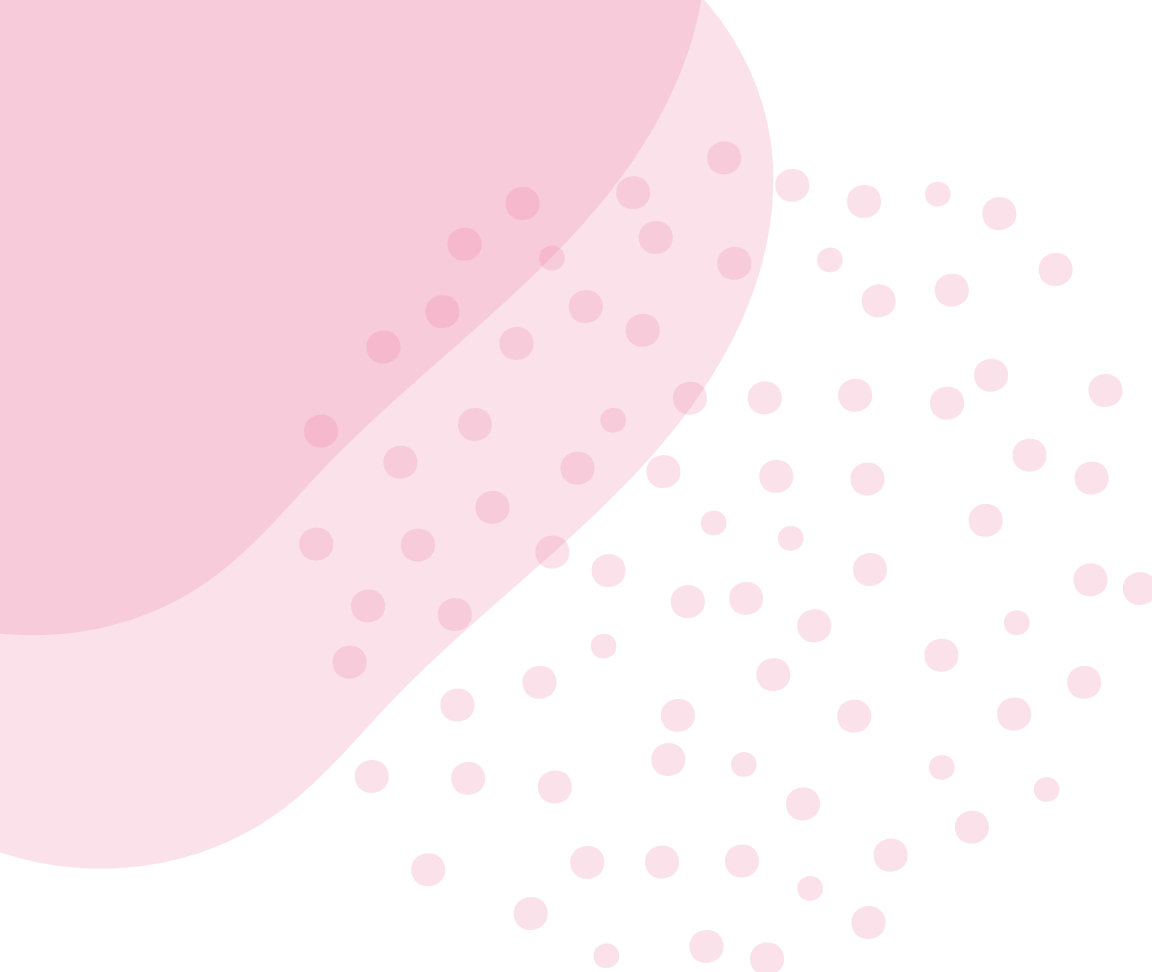


LIKELIHOOD OF BEING MATCHED

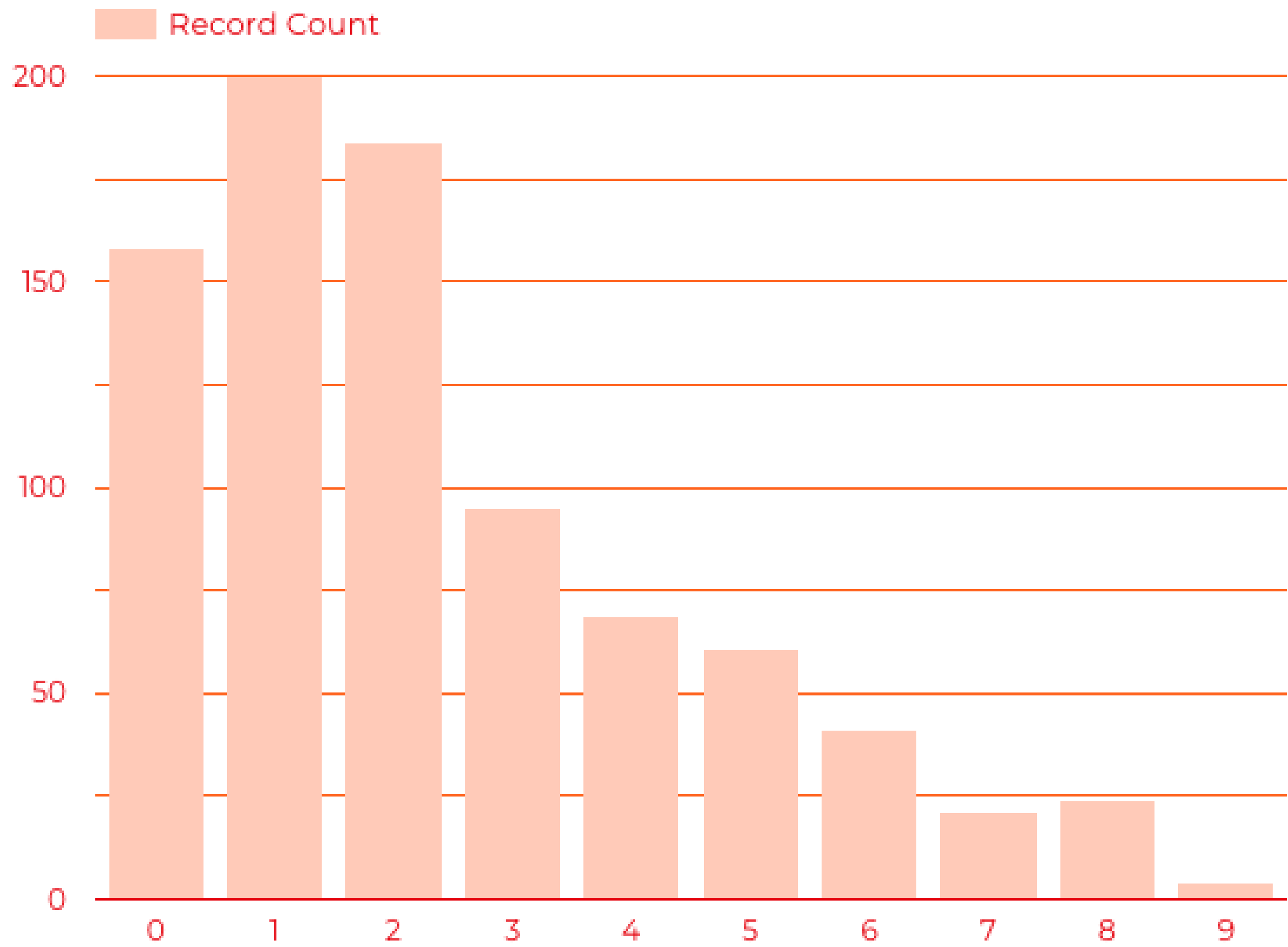


82%

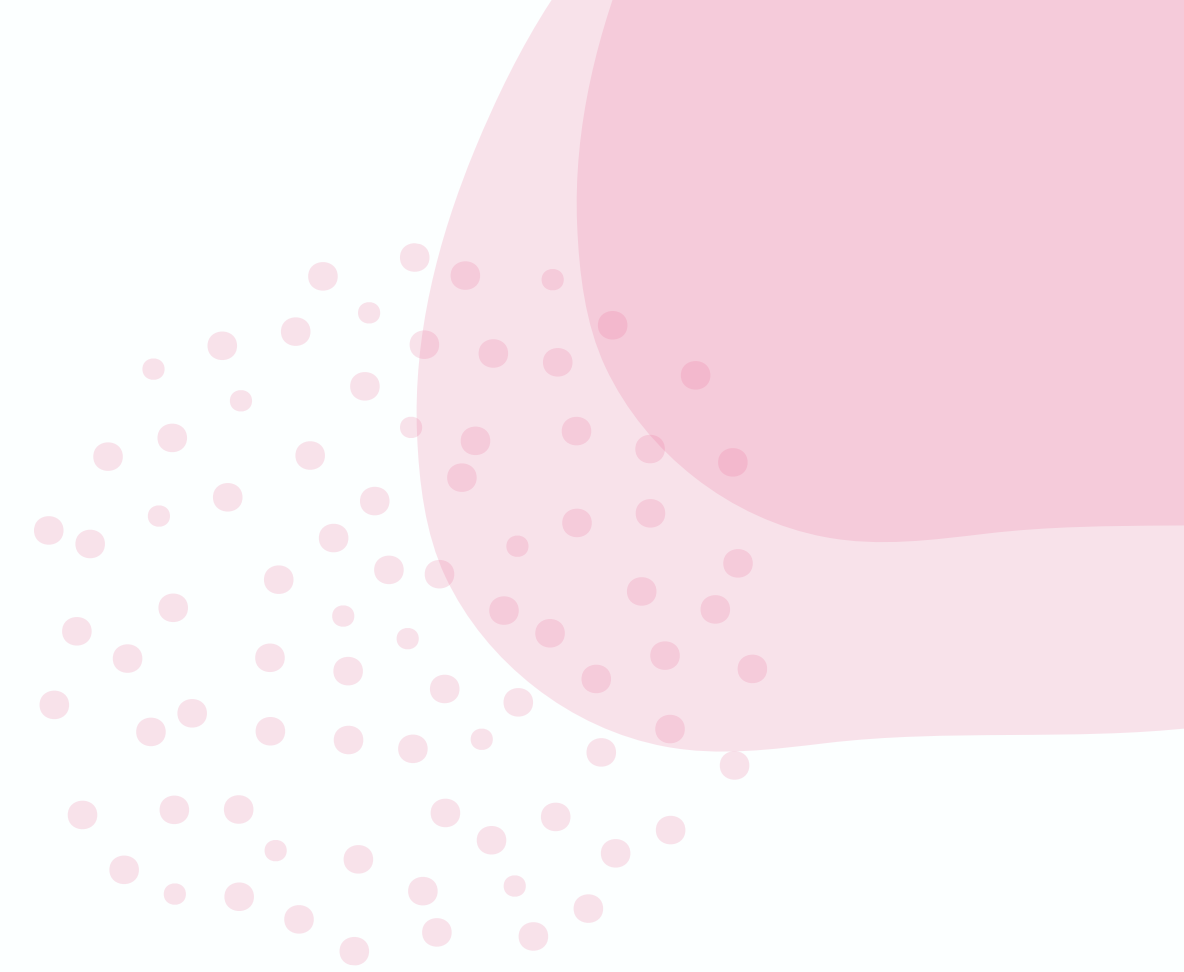
...chance of finding a match at a
speed dating event

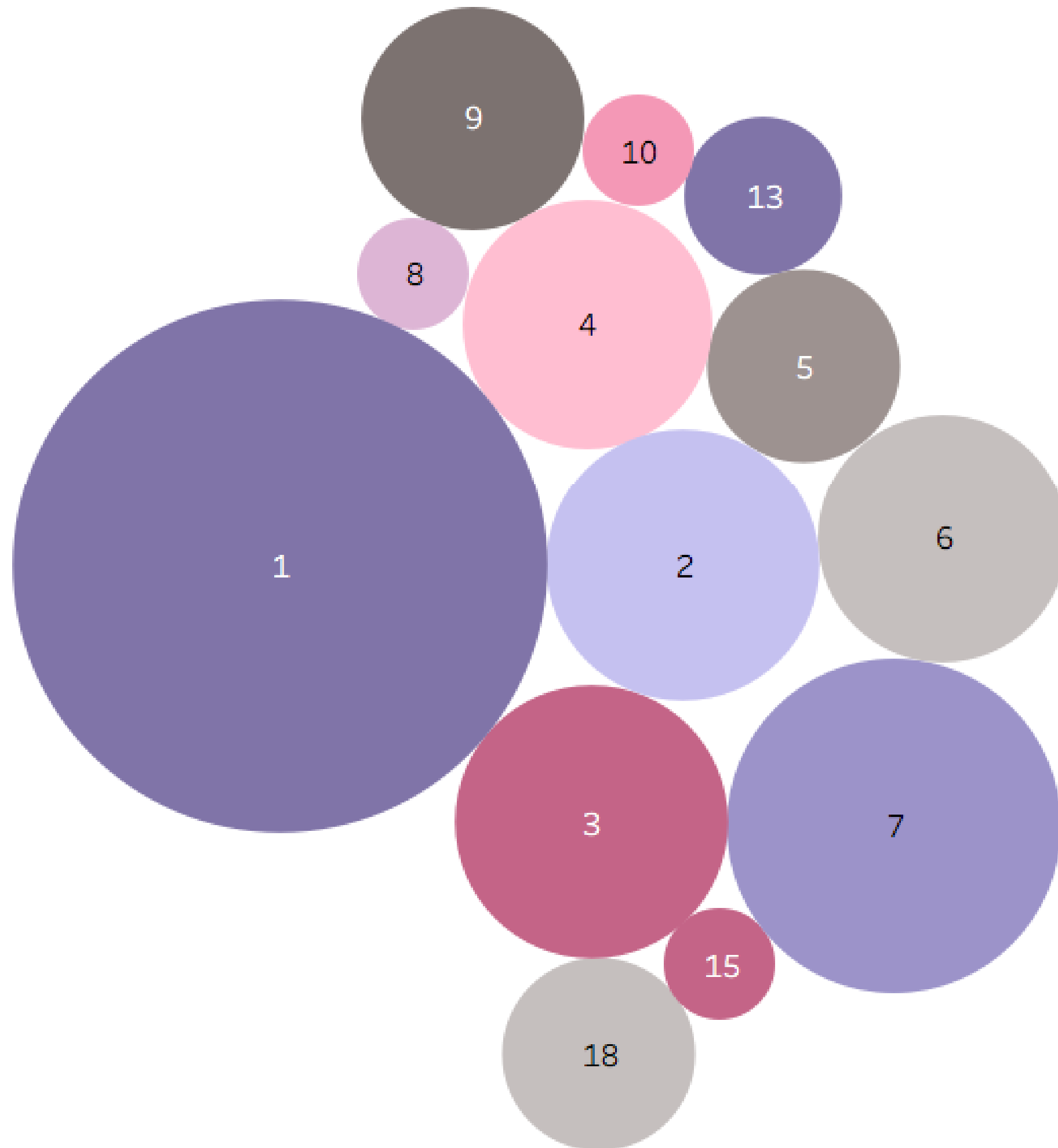


Matches' distribution

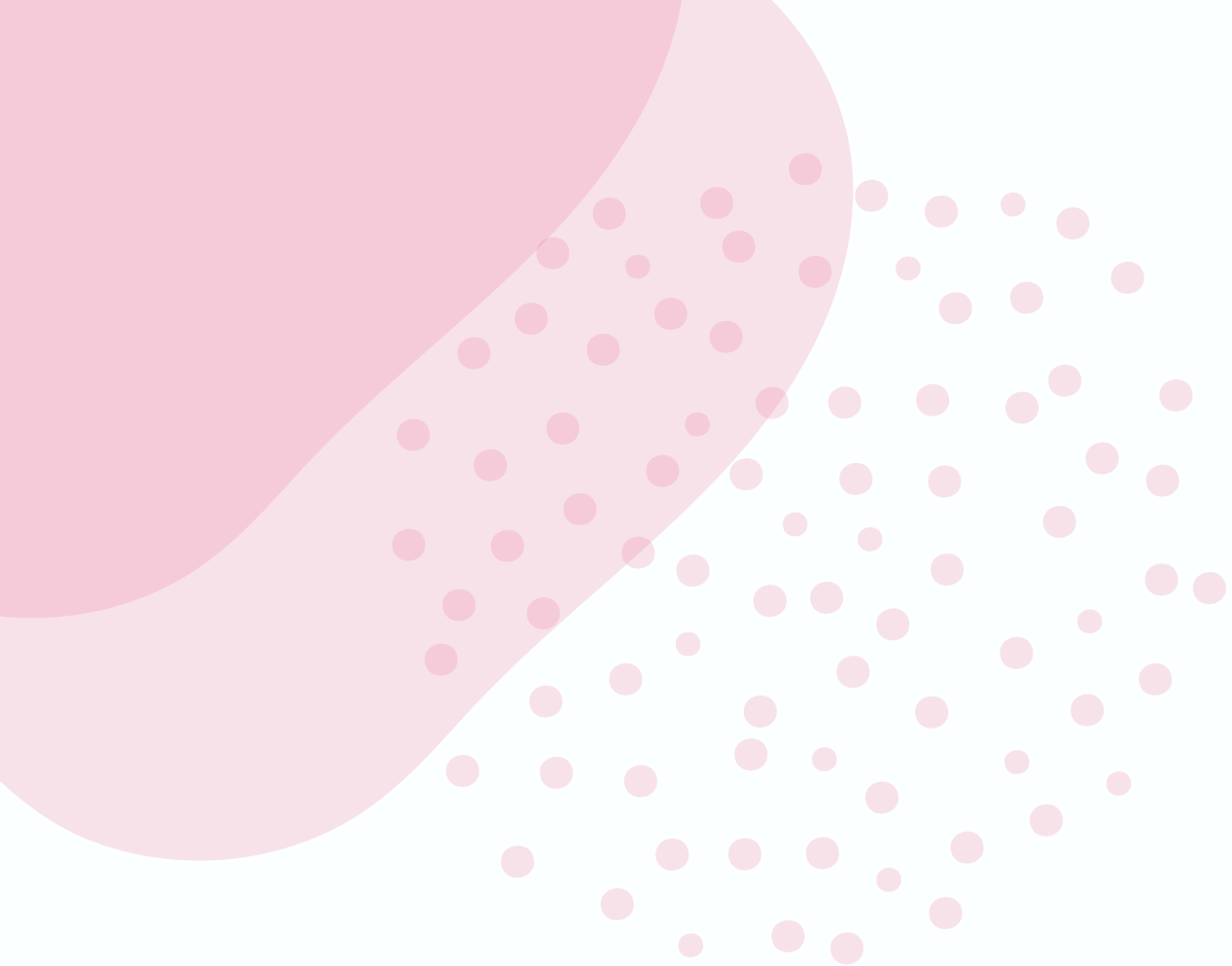


**DOES THE ORDER
OF PEOPLE MET
MATTER ?**





**DOES THE ORDER
OF PEOPLE MET
MATTER ?**



**IS THERE ANY RELATIONSHIP
BETWEEN DATING EXPERIENCE
& OUTCOME?**

DATE EXPERIENCE CORRELATION

37%

Correlation between dating
experience and success in a
speed dating event



**DOES SELF ESTEEM EQUAL
SUCCESS IN THE DATING
WORLD?**



YES!

Evidence shows that we can reject the idea that self-esteem and success are not related.





ACTIONS

Ask attendees to fill out a pre-event survey

Make sure the best candidates are introduced at the beginning or in the middle of the speed dating event

Select attendees with some experience and with good perception of themselves

Any questions ?

