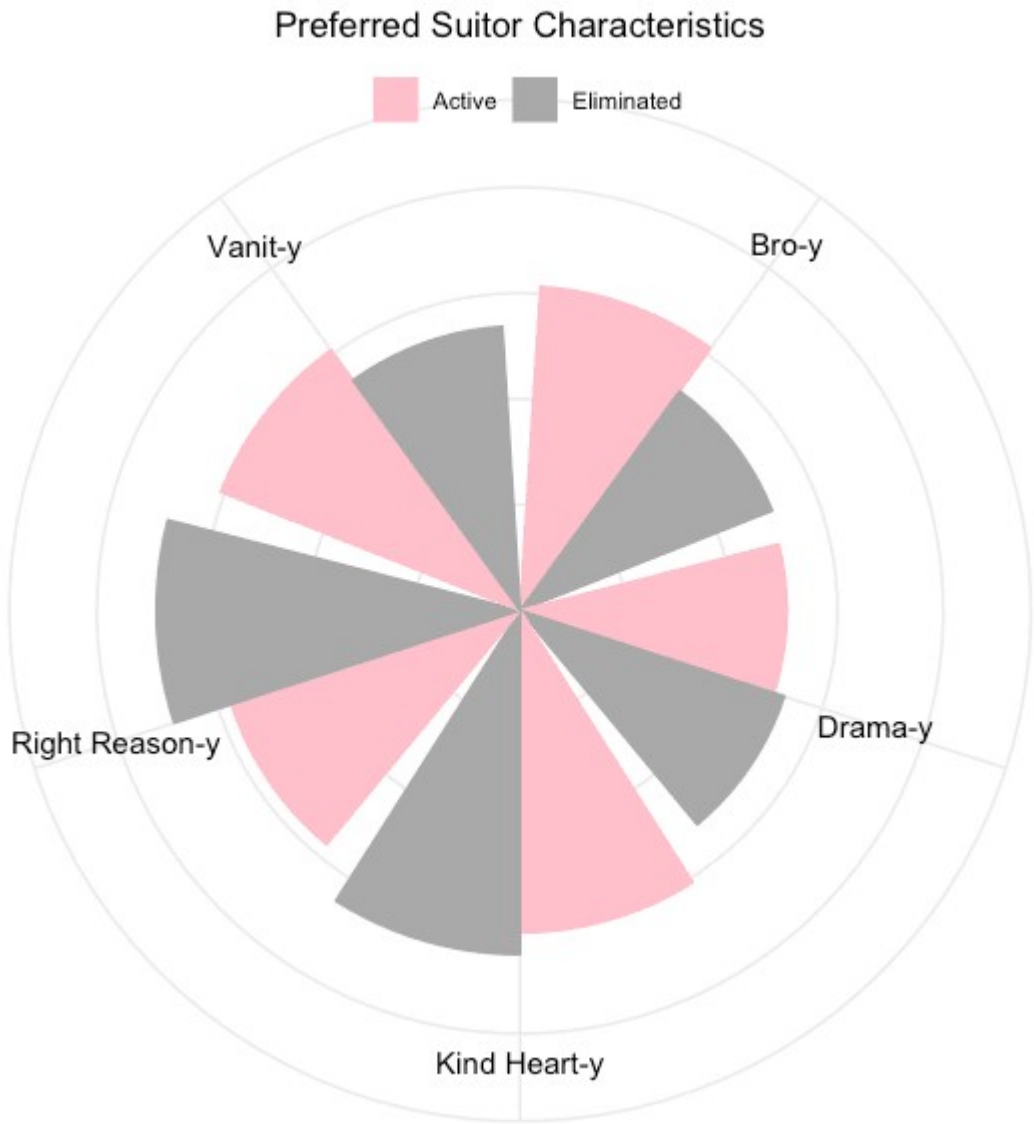


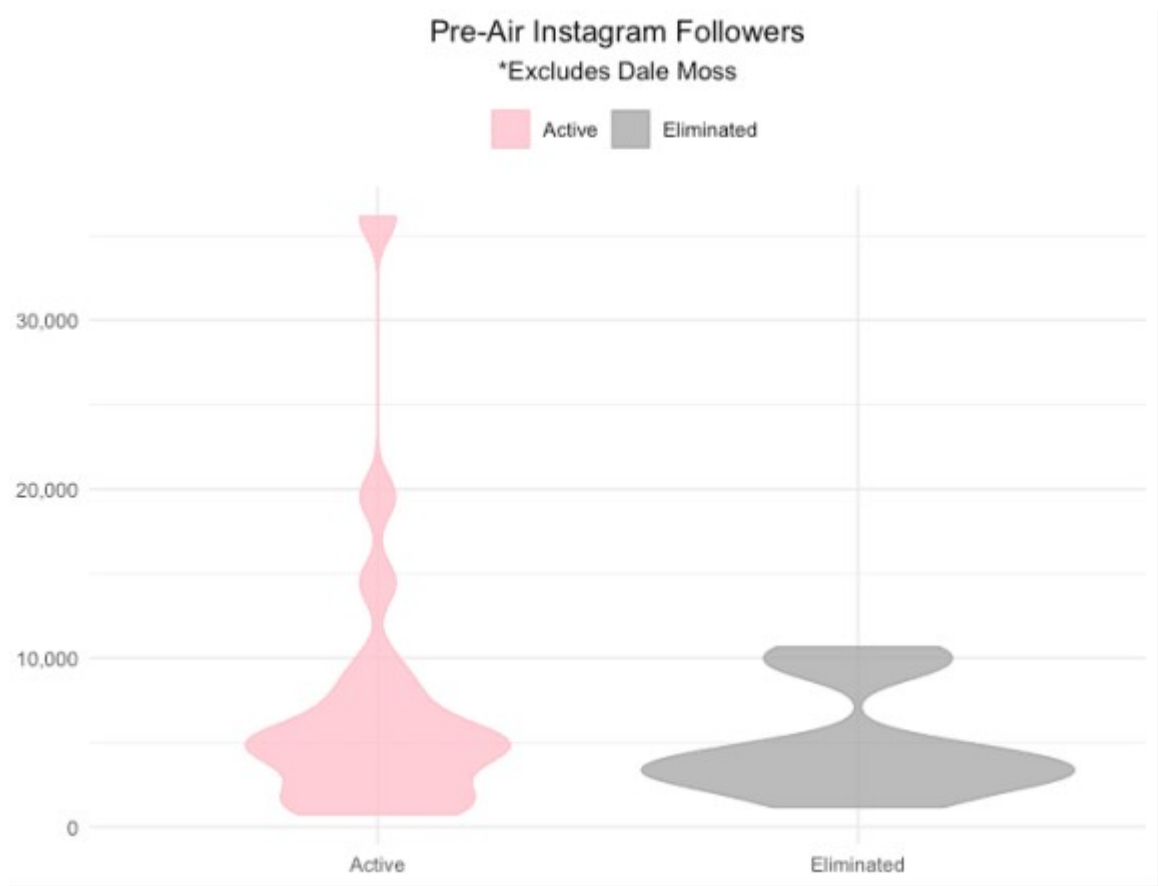
Night 1 of The Bachelorette found 23 men continuing on to night 2, while 8 men were sent packing. Based on our highly scientific rating system here at Stoltzman Consulting, we found that Clare has a preferred type.

Let's dig into the data.

Below, we see that Clare prefers men whose characteristics are Bro-y and Vanit-y while she is less interested in men who are there with characteristics of the "Right Reason-y" and "Kind Heart-y". The "Drama-y" level does not appear to impact her decision making.



Clare also appears to prefer men who have a stronger social media presence. Those who have not been cut are shown in the "tall and slender" side versus those who were eliminated are depicted in the "short and stout" side of the chart below. Dale Moss had to be excluded from the chart due to the fact that his follower count was way higher than everyone else's (over 180K) – he is still an active participant.



We are looking forward to seeing where this season goes. Apparently, it is the most dramatic season yet! Remember to checkout our live analytics dashboard at <https://stoltzmani.ac.shinyapps.io/TheBacheloretteApp/> to build models to predict the winner and see current Twitter and Instagram trends.

Bachelorette Data Dashboard



What can Stoltzman Consulting do for you?

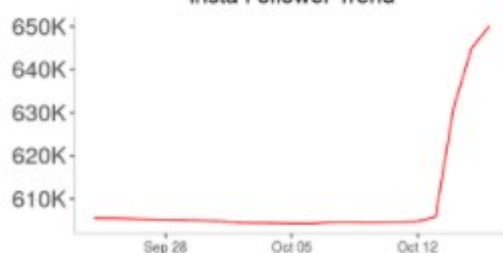
The Bachelorette



Clare Crawley

Insta Followers: 650.8K

Insta Follower Trend

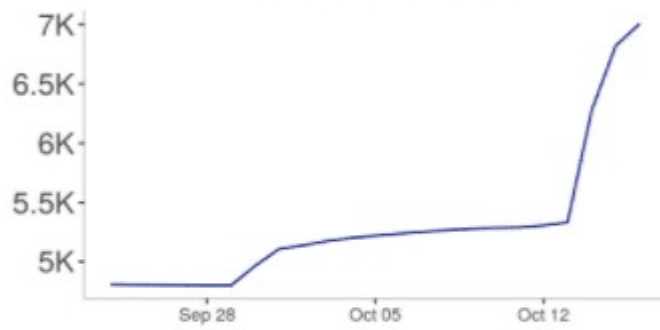




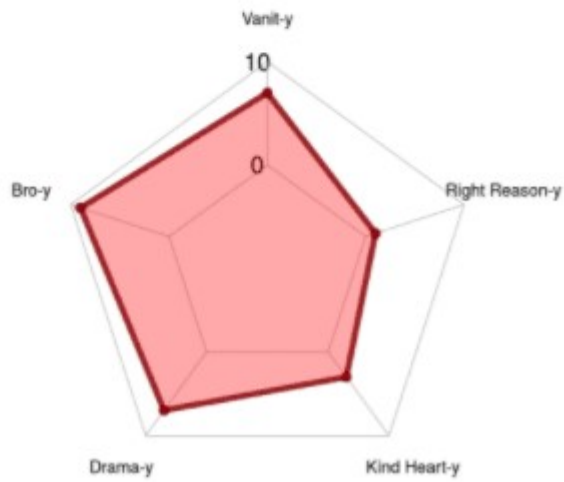
Ben Smith

Insta Followers: 7K

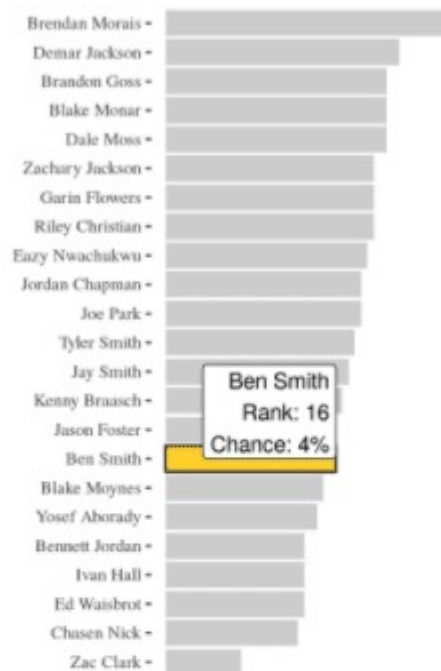
Insta Follower Trend



Suitor Characteristics



Most Likely to Find Love

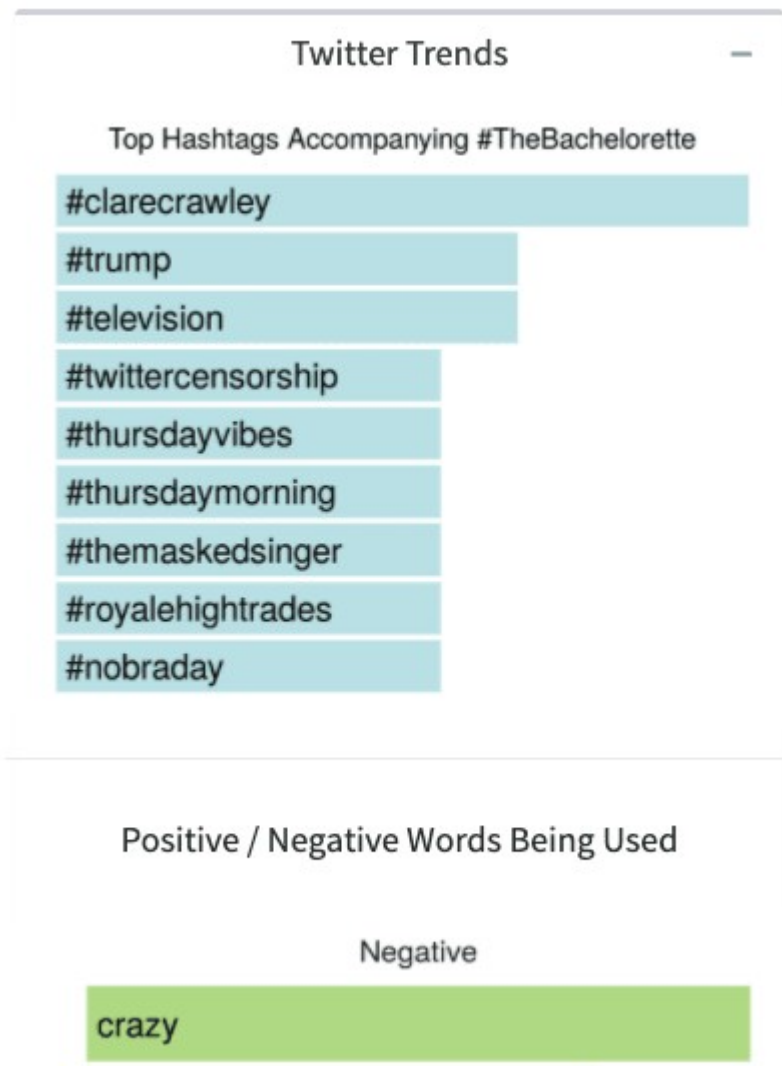


Bachelorette Preferences

Make your own ratings by adjusting characteristics in terms of importance to the bachelorette. For example: Moving the vanity slider to the left means she does not like vain men. Moving the Bro-y slider to the right means she does like bro-y men. See how your changes affect the rankings above.

Vanit-y





For those interested in the code (data available upon request, just visit the contact us section of this site).

```
library(tidyverse)

GLOBAL_DATA = get_database_data()
saveRDS(GLOBAL_DATA, 'GLOBAL_DATA.rds')

# Contestant circular bar chart
all_contestant_data = GLOBAL_DATA$contestant_data_raw

suitor_data = all_contestant_data %>%
  filter(!instagram %in% c('tayshiaaaa', 'chrisbharrison', 'clarecrawley')) %>%
  mutate(status = as.factor(
    case_when(
      end_episode > latest_episode ~ 'Active',
      TRUE ~ 'Eliminated'
    )
  )) %>%
  select(status, everything())

coord_plot_data = suitor_data %>%
  select(status:`Right Reason-y`) %>%
  group_by(status) %>%
```

```

pivot_longer(`Vanit-y`:`Right Reason-y`, names_to = "characteristic") %>%
group_by(characteristic, status) %>%
summarize(avg = mean(value), .groups = 'drop')

coord_plot_data %>%
  ggplot(aes(x = characteristic)) +
  geom_col(aes( y = avg, col = status, fill = status), position = 'dodge') +
  geom_text(aes( y = avg, label = characteristic), data = coord_plot_data %>%
filter(status == 'Active'), size = 4, position = position_stack(vjust = 1.4))
+
  coord_polar() +
  ggtitle('Preferred Suitor Characteristics') +
  theme_minimal() +
  scale_color_manual("legend", values = c("Active" = "pink", "Eliminated" =
"darkgrey")) +
  scale_fill_manual("legend", values = c("Active" = "pink", "Eliminated" =
"darkgrey")) +
  theme(legend.position = c(0.5, 0.95), legend.direction = "horizontal",
legend.title = element_blank(), axis.title = element_blank(),
axis.text.y = element_blank(), axis.text.x = element_blank(),
plot.title = element_text( hjust = 0.5, vjust = -1))

# Contestant instagram

insta_follower_data = GLOBAL_DATA$insta_followers_w_losers %>%
drop_na() %>%
mutate(relative_air_date =
case_when(
datetime <= '2020-10-12' ~ 'Pre Air',
TRUE ~ 'Aired')
) %>%
left_join(
suitor_data,
by = 'name'
) %>%
drop_na()

insta_follower_data %>%
filter(relative_air_date == 'Pre Air', follower_count < 1e5) %>%
ggplot(aes(x = status, y = follower_count, col = status, fill = status)) +
geom_violin(alpha = 0.) +
ggtitle('Pre-Air Instagram Followers', subtitle = "*Excludes Dale Moss") +
theme_minimal() +
scale_color_manual("legend", values = c("Active" = "pink", "Eliminated" =
"darkgrey")) +
scale_fill_manual("legend", values = c("Active" = "pink", "Eliminated" =
"darkgrey")) +
scale_y_continuous(label = scales::comma) +
theme(legend.position = 'top', legend.direction = "horizontal", legend.titl
= element_blank(), axis.title = element_blank(),
plot.title = element_text( hjust = 0.5),

```

```
plot.subtitle = element_text(hjust = 0.5)) ...
```