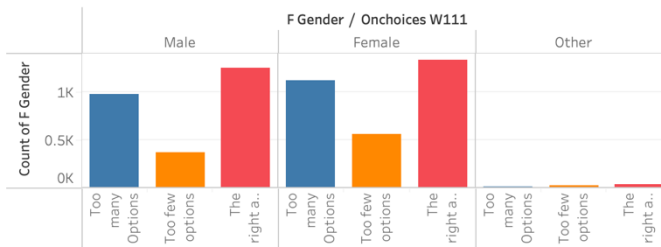


STAT 286 Dashboarding

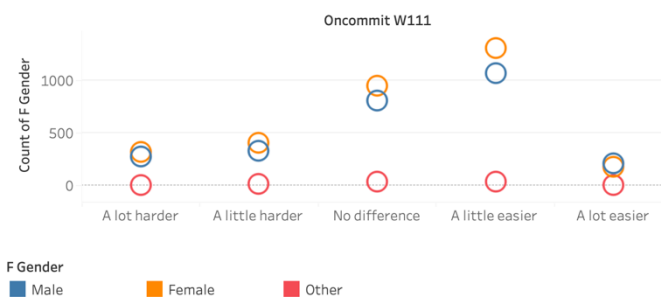
Are there too many choices on dating apps?



Too Many Choices?

Too many Optio.. Too few options The right amou..

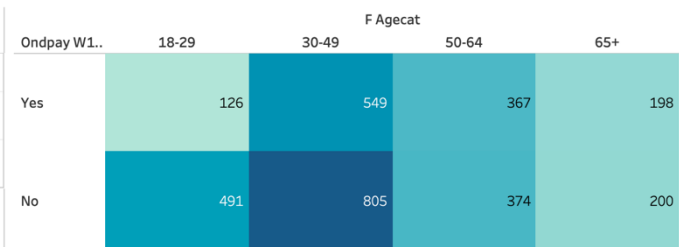
How have dating apps influenced finding a partner?



F Gender

Male Female Other

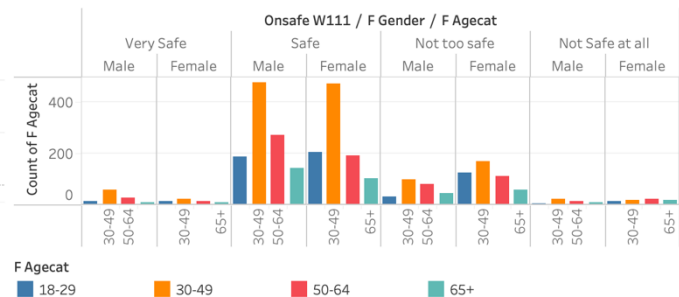
Have you ever paid for a dating app?



Count of Customers willing to pay

126 805

Are Dating Apps Safe?



F Agecat

18-29 30-49 50-64 65+

Questions:

Do dating apps need to create an artificial scarcity in its market?

- The data supports that users are currently happy with the number of options there are currently in its market. However, artificially reducing the number of options or making users think there are less options could increase customer satisfaction.

What demographic should dating apps focus marketing on for paid features?

- The data shows that an older age demographic is more likely to pay for more options on a dating app. Therefore, advertisements for paid options should be focused on an older age demographic.

Are dating apps beneficial to the process of finding a romantic partner?

- A least to public perception it appears that dating apps are beneficial to this process. However, it appears that more women are likely to think this than men and thus we should target success stories on male users.

Does the public perceive that dating apps are safe and secure places to find dates?

- The majority of users do believe that dating apps are a safe and secure place to find dates. However, Women are more likely to find that they are less safe than men. Therefore, any new safety innovations in the dating app industry should be marketed heavily towards women.

Data:

- <https://www.pewresearch.org/internet/dataset/american-trends-panel-wave-111/>

Dashboard:

This dashboard is focused on dating apps and public perception of dating apps. I wanted to look for specific containers that could support sound business decisions when it came to advertisements. Each graph contains data that helps a dating app company understand its user base and the public as a whole. I chose the graphs I did for ease of interpretation and readability. There were others that I could have used but I chose these ones because I felt that they best visualized the data in a useful manner.