ONLINE DATING USER PROFILE ANALYTICS REPORT

INTRODUCTION

a) Online dating platforms now emphasize on mutual attraction

b) Any two people have to like each other on the platform before they can get in touch and chat

c) Makes it all the more important for users to create the best profile to get the best first impression

d) Maximize use of the platform to find love or new friendships

ABOUT DATASET

DATING APP USERS & STATS – LOVOO V3

The dataset contains user profiles that were recommended by Lovoo's algorithm for two profiles created as male; and open to chats, friends and dates. Hence, there are only female users in the dataset.

Created by   Jeffrey Mvutu Mabilama
Collected   April/ May 2015
Last Updated 2020
Source   data.world
Source URL   https://data.world/jfreex/dating-app-user-profiles-stats-lovoo-v3

QUESTIONS

1. What is the user demographics like?

2. Are more users looking for chats and friends or dates?

3. How to get more likes/ matches for the user?

DATA PREPARATION

a) add country table

b) rename kisses to likes

c) remove unwanted columns:

    count_details

    counts_g

    birthd

    crypt

    isSystemProfile

d) filter rows for age 19 to 26

e) create and derive new columns:

    name_emoji (if username contains emoji)

    whazzup_length (status message length)

    freetext_length (additional free text length)

    socialmedia (if status message or free text contains social media handle)

f) create bins:

    distance

    freetext_length

    whazzup_length

    counts_pictures

USER DEMOGRAPHICS

User Count
2,841

Country Count
31

Mobile App Users

False 701 (24.6...)
True 2140 (75.33%)

Verified Users

True 658 (23.16%)
False 2183 (76.84%)

VIP Users

True 69 (2.43%)
False 2772 (97.5...)
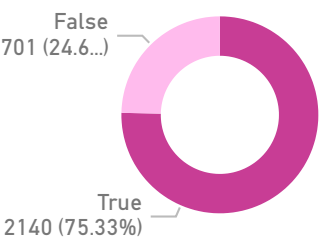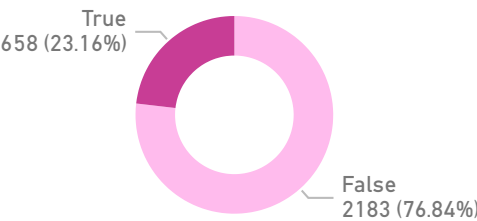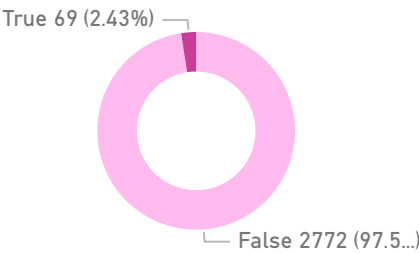
Users by Interests

● flirtInterests_chat ● flirtInterests_friends ● flirtInterests_date

1830
1792
1096
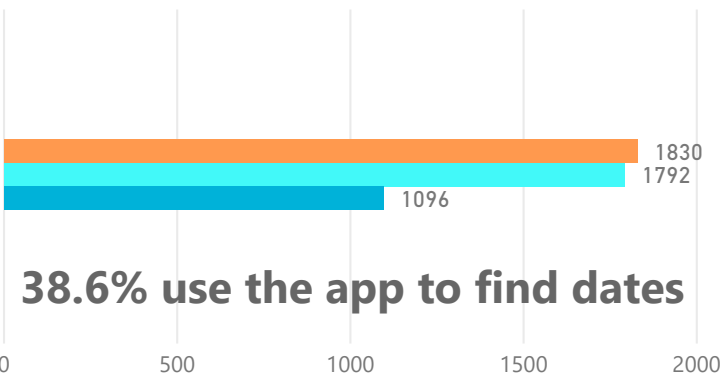
38.6% use the app to find dates

Users by Name with Emoji

False 2.5K
True 0.3K

Users by Age

497
432
372
383
82
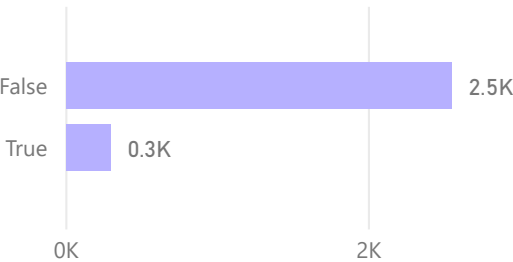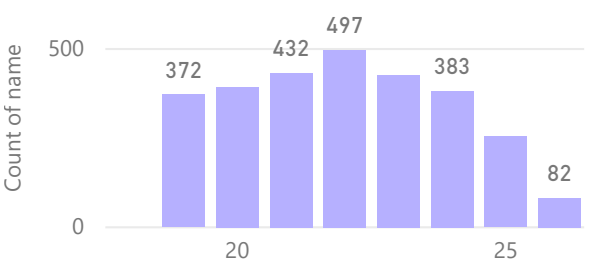
Users by Proximity

2.8K
0.0K 0.0K 0.0K 0.0K
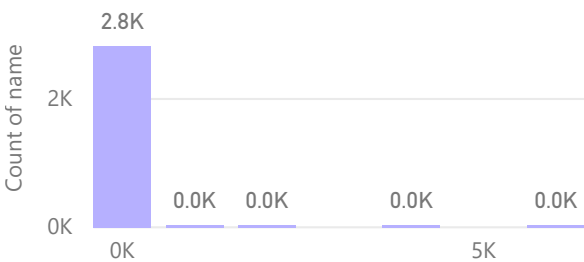
Users by Language

● German ● French ● English ● Italian ● Spanish ● Portugese

1895
761
201
58

Users by Picture Count

424 443
63
42
2 11

counts_pictures

Users by Country

NORTH AMERICA
EUROPE
ASIA
Atlantic Ocean
AFRICA
SOUTH AMERICA
Indian Ocean
AUSTRALIA

Bing

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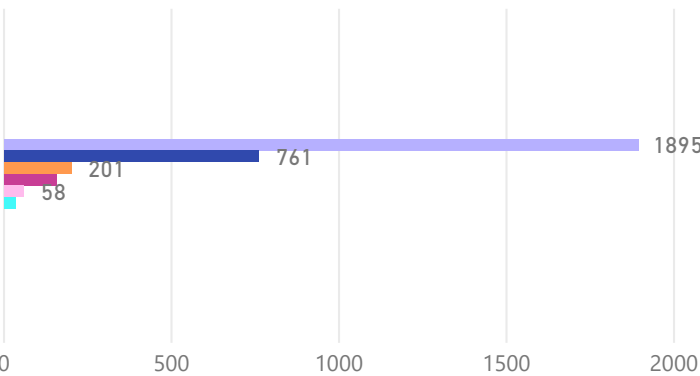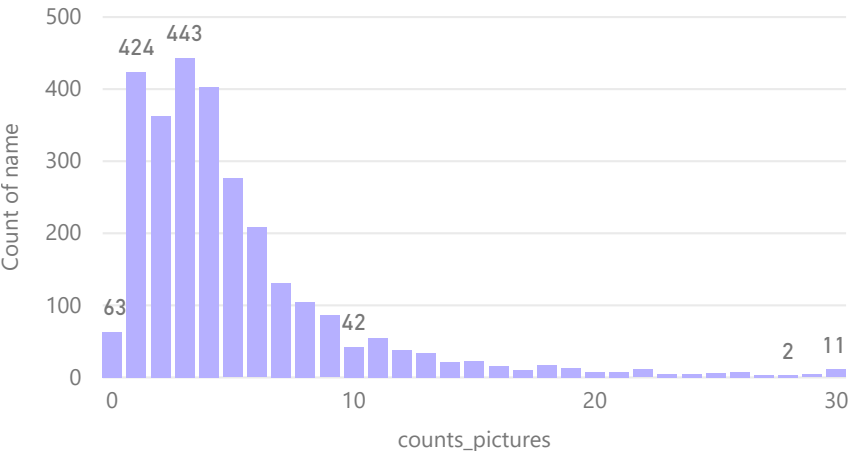
INTERESTS DRILL THRU
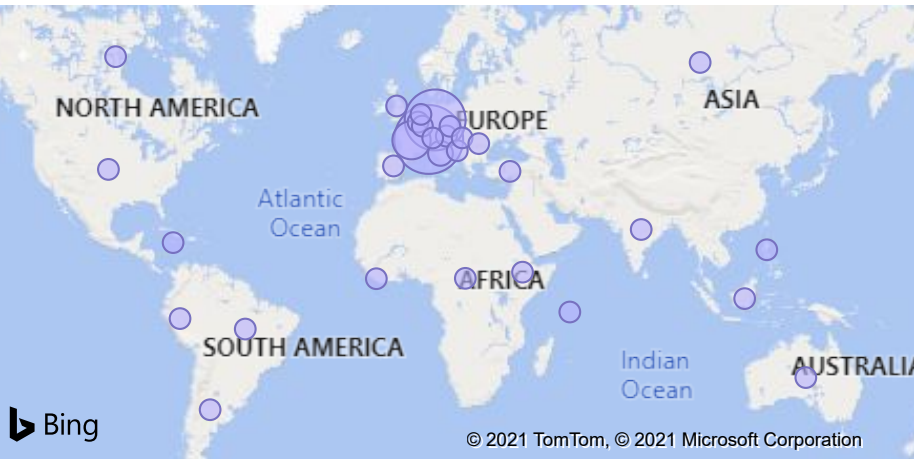
Legend
● ● ● Median Count of Profile Visits Received
● ● ● Median Count of Likes Received

Social Media Included

	False	True
Profile Visits	1463	5496
Likes	51	158

3.1 x

Verified User

	False	True
Profile Visits	1180	3711
Likes	42	116

2.8 x

By Status Message Length

- 1.4K / 49
- 2.9K / 89
- 5.5K / 117
- 17.1K / 461

By Additional Free Text Length

- 1.5K / 54
- 3.9K / 63
- 8.2K / 359
- 81
- 1.8K / 36
- 3.4K / 130

VIP User

	False	True
Profile Visits	1516	3089
Likes	54	98

1.8 x

Username with Emoji

	False	True
Profile Visits	1508	2236
Likes	54	70

1.3 x

By Picture Count

- 0.8K / 29
- 101
- 5.1K / 147
- 7.4K / 309
- 12.4K / 530
- 452
- 15.1K

By Age

- 2.7K / 83
- 70
- 1.8K
- 1.5K / 51
- 53
- 1.1K / 37
- 35
- 0.7K
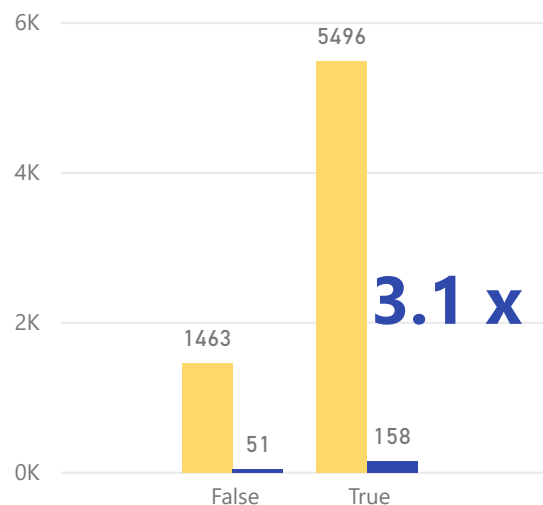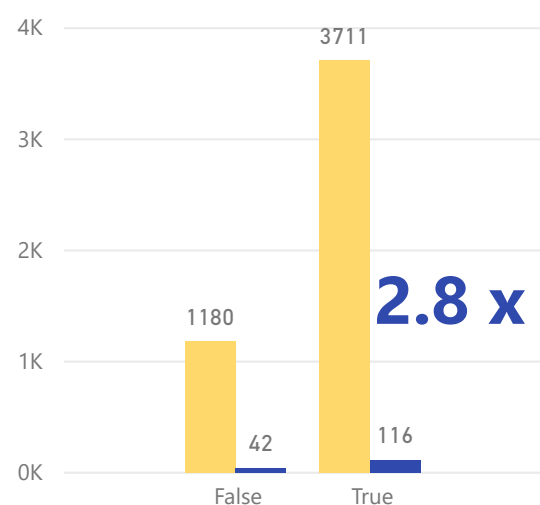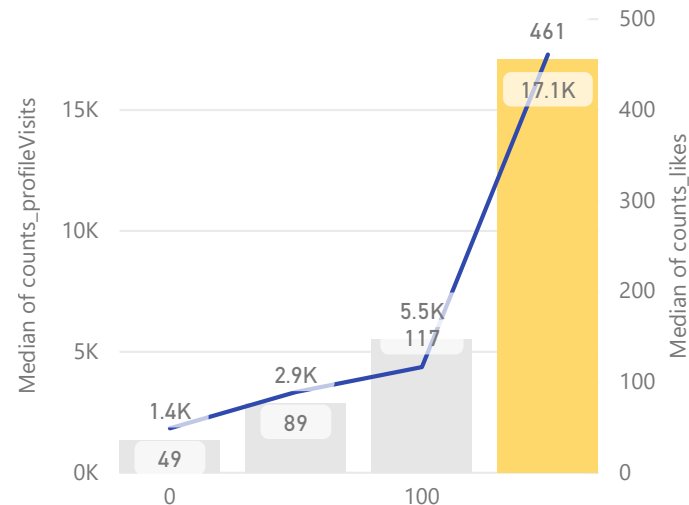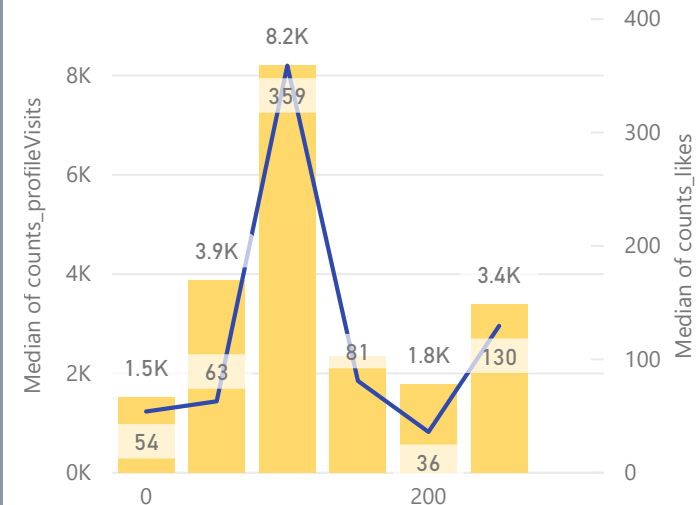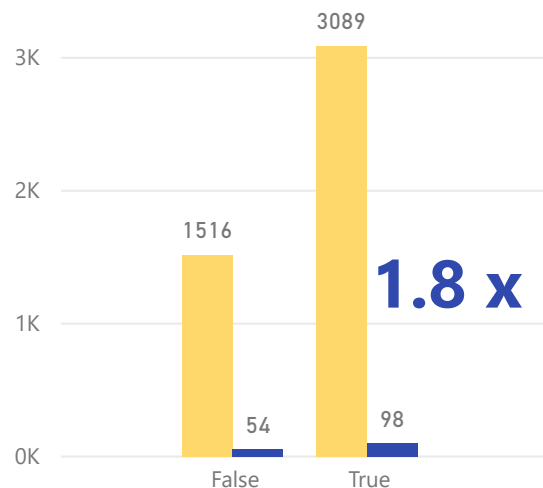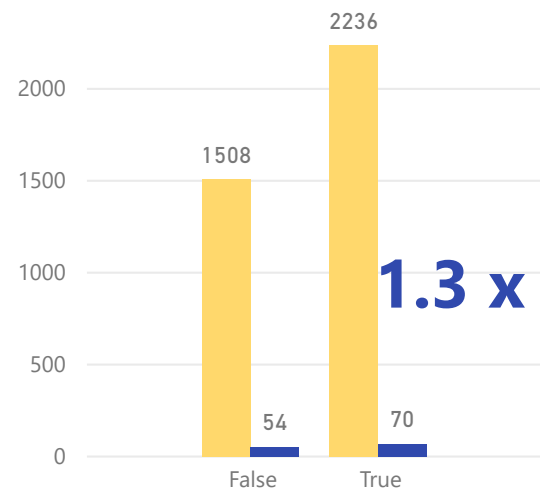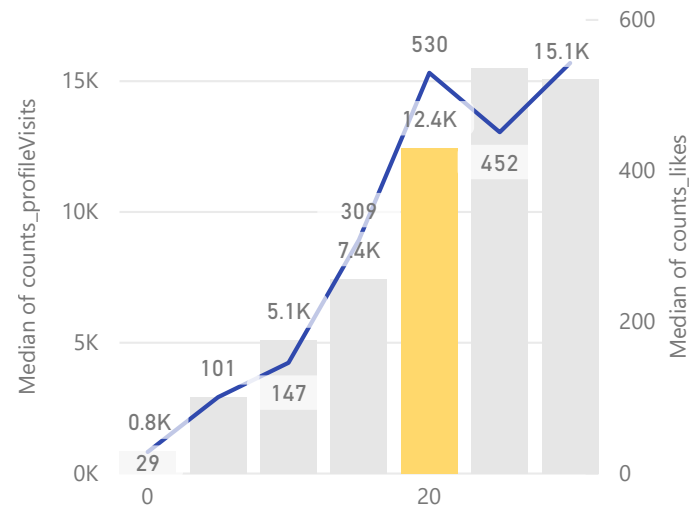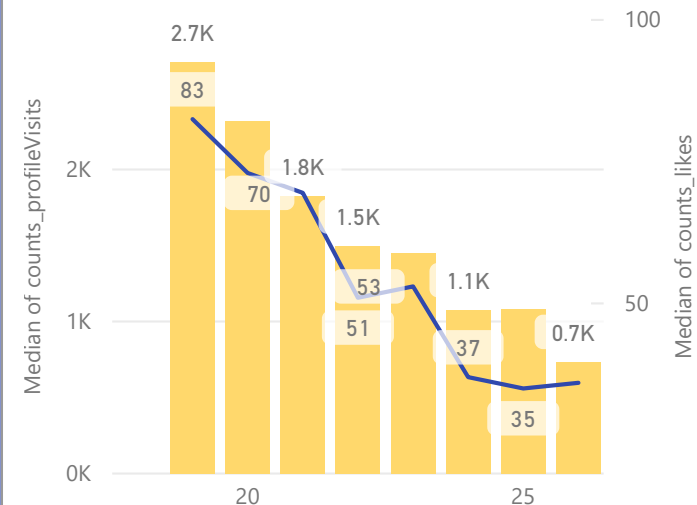
RECOMMENDATIONS

1. What is the user demographics like?

As shown before

2. Are more users looking for chats and friends or dates?

Only 38.6% of users are looking for dates on Lovoo hence the platform is more suited to people looking for chats and friends

3. How to get more likes/ matches for the user?

a) Include your social media handle in the profile description
b) Verify your account through Facebook, phone number etc.
c) Maximize your characters in the status message
d) Upload at least 20 pictures