



# EXPLORATION OF WHAT MEN & WOMEN CONSIDER IMPORTANT FACTORS IN FINDING A ROMANTIC PARTNER

USING DATA TO  
DETERMINE  
WHICH  
ATTRIBUTES  
MOST  
INFLUENCE A  
SUBJECT'S  
PARTNER IN  
WANTING A  
SECOND DATE  
<3

# HOW RELEVANT IS THE ISSUE RAISED FOR A BUSINESS OR AN ORGANISATION?

- Today, we as a society admire ravishing beauty, super intelligence, and crazy wealth.
- Social media platforms like TikTok capitalize on it and dating platforms analyse such trends to match people with their partners.
- The media focuses on those who are considered beautiful, intelligent people are consistently praised and respected in our society, and the wealthy are worshipped and even envied because of their luxurious lifestyles. Many people set their ultimate goals to be proficient in one or more of these areas, and in the search for a romantic partner, men and women tend to put importance on these attributes.

Such circumstances warrant for a better understanding of these trends so that social media platforms and speed dating apps can help people find their ideal matches quickly in today's fast paced, socially connected but lonely world.

# HYPOTHESIS

- Men & Women tend to put importance on beauty, intelligence, and wealth (indirectly) in the search for a romantic partner.
- Let's see if the hypothesis of – “men tend to consider attractiveness to be the most important attribute in finding a romantic partner.” holds true with the data given
  - “women tend to consider intelligence to be the most important attribute in finding a romantic partner”

Let's examine traits like career, race, age, wealth (not provided directly in the dataset) to determine the chances of a second meeting and compare with our hypothesis

# RESULTS

Radar plots show that-

- Original hypothesis for men holds true.

Men do consider attractiveness as the most important criteria

- Original hypothesis for women appears to be false.

Women do not tend to consider intelligence or wealth to be the most important factor in finding a romantic partner, and rather, they also tend to consider attractiveness to be the most important factor in finding a romantic partner.

