

Data Diva’s Data & Dating- A business intelligence approach to online romance.

Introduction	Agenda	Who’s Swiping Right the Most?	How Does Interests Influence Usage?	Looking for Love or Just a Chat?	Swipe Stats & Match Moves	Questions	Thank you
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**Challenges**

Data prep in Excel- Interests  
Asynchronous collaborative work

**Goal**

We aim to provide the marketing team with actionable insights to optimize their publicity budget. Our focus will be on identifying the most effective target audience, enabling the team to maximize interactions and engagement. By strategically allocating resources, we can ensure that the marketing efforts yield the highest return, ultimately enhancing user experience and app growth.

# Diva’s Data & Dating

A business intelligence approach to online romance.

**Analysts**

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Laila Meyer

**Audience**

Wink Marketing Team

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# Agenda



Who's Swiping Right the Most?



How Does Interests Influence Usage?



Looking for Love or Just a Chat?

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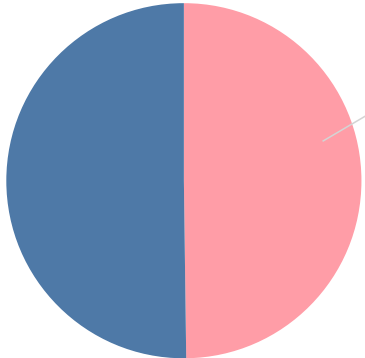
Who’s Swiping Right the Most?

Insights

- Highest engagement is at 21 years old.
- Lowestest engagement at 20 years old.
- Highest engagement at 18 years old.
- Lowest engagement at 22 years old.
- At age 24 both females & males have a higher than average swiping history.

Male Vs. Female Users

Gender: Male  
Total Gender: 251  
Percentage: 50.2%

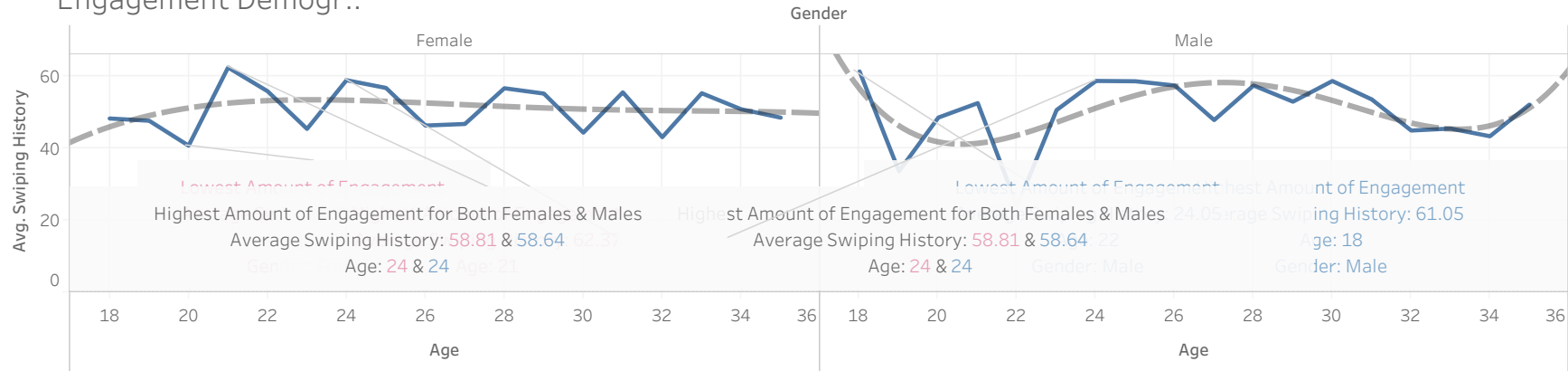


Gender: Female  
Total Gender: 249  
Percentage: 49.8%

Note: A polynomial trend line was utilized due to the data exhibiting fluctuations

Data Based on an Age Range of 18-35

Engagement Demographic  
Engagement Demogr..

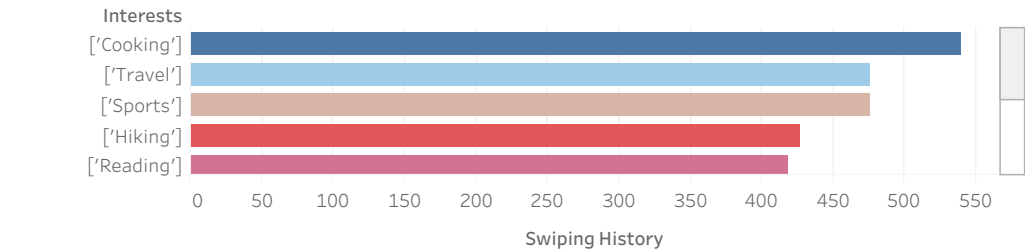


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How Does Interests Influence Usage?

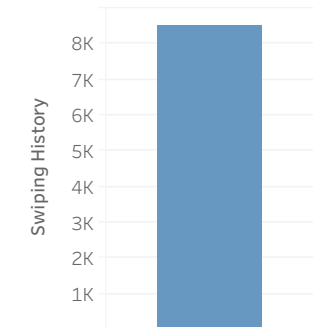
Top 10 Interests



Active User Interest  
sports, hiking, travel

Gender

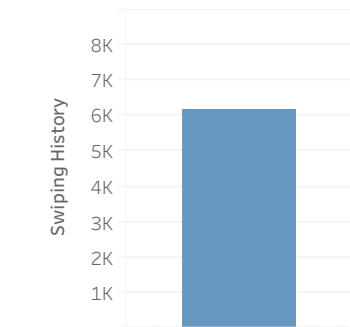
Swiping History for  
Active Interests



Inactive User Interest  
reading, cooking, music, movies

Gender

Swiping History for  
Inactive Interests



How Does  
Interests  
Infuence Usage?

Insights

- More engagement in users with active interests in females, males & overall.
- Overall top interests are cooking, travel & sports.
- Female top interests include cooking & sports.
- Male top interests include reading, music & hiking.

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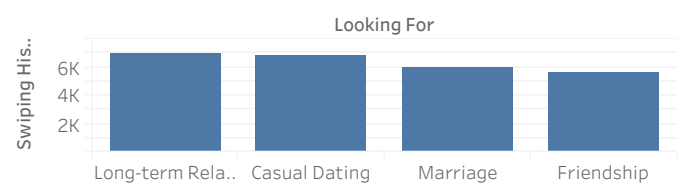
# Looking for Love or Just a Chat?

Insights

- Overall users are looking for a long-term relationship with casual dating as a close second.
- Female: casual dating long-term relationship.
- Male: long-term relationship, casual dating.
- Occupation can play a role in determining what the user is looking for.
- More engineers are looking for long-term relationships.
- Social media influencers are more likely to be looking for casual dating.

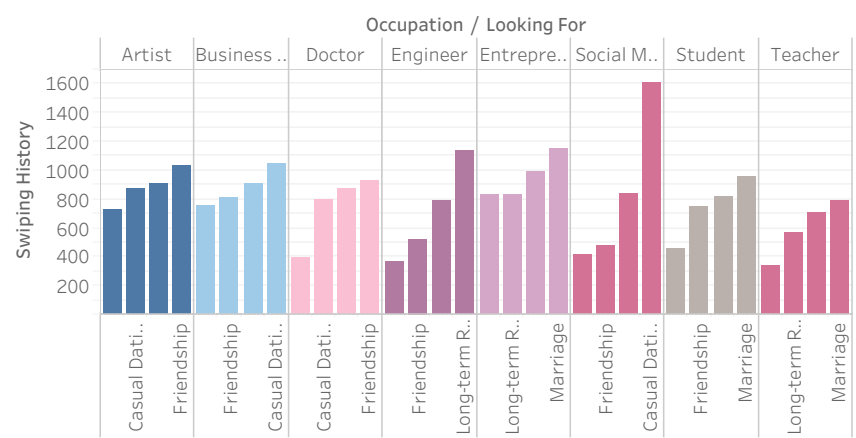
Gender All

Trends by User Intent



Looking For All

Trends by User Intent & Occupation



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## Swipe Stats & Match Moves

### Match Moves: Recommendations

- **Targeted Marketing Approach-** Focus primary marketing efforts on 24-year-olds, as they are at a key stage of forming serious relationships. Additionally, implement strategic campaigns to engage 19- and 22-year-old males through dynamic content, and promotions that resonate with their lifestyle and dating preferences.
- **Interest-Based Matching-** Promote the app’s ability to connect people with active interests. Feature stories or testimonials of couples who bonded over hiking trips or shared sports activities.
- **Event Partnerships-** Partner with travel companies, sports brands, or outdoor activities for in-app promotions, discounts, or exclusive events where users with similar interests can meet.
- **Gamification & Challenges-** Introduce are-based challenges where users can showcase their creativity, such as weekly themed drawing contests, collaborative murals or “Draw your Ideal Date” prompts. Winners could earn profile boosts, exclusive badges, or premium perks.
- **Enhanced Profiles & Filters-** Allow users to highlight their interests, with profile tags, verification badges, or search filters that prioritize users shared occupation, hobbies, or looking for status.

## Swipe Stats: Analysis

### Who’s Swiping Right the Most?

- Age 21 had the highest amount of average engagement & age 20 had the lowest engagement.
- Age 18 had the highest average engagement & 22 years old had the lowest average engagement.
- At age 24, both males and females exhibit high interaction levels.

### How Does Interests Influence Usage?

- More engagement in users with active interests in females, males & overall
- Overall top interests are cooking, travel, & sports.
- Female top interests are cooking & sports.
- Male top interests are reading, music & hiking.

### Looking for Love or Just a Chat?

- Overall users are looking for a long-term relationship with casual dating as a close second.
- Female: casual dating long-term relationship.
- Male: long-term relationship, casual dating.
- Occupation can play a role in determining what the user is looking for.
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**Questions**



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# Thank you!

