

projet

SPEED-DATING

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Problem statement

Tinder's marketing team experiences a decline in the number of matches

Trying to understand factors that influences matches



Dataset & Methodology

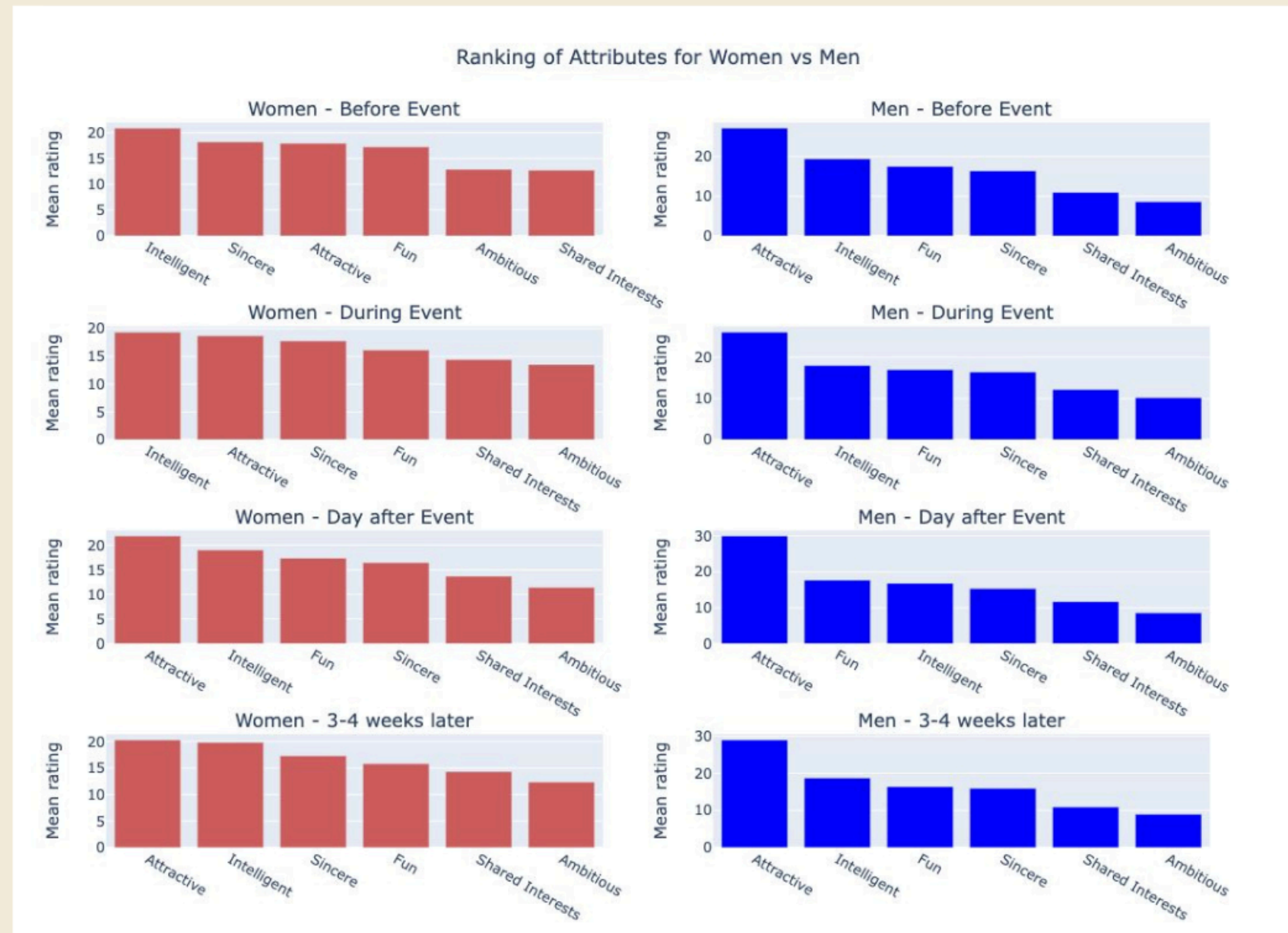
**COMPILED BY
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**EXPERIMENTAL SPEED
DATING EVENTS**

- What are the least desirable attributes in a male partner ? Does this differ for female partners ?
- How important do people think attractiveness is in potential mate selection vs. its real impact ?
- Are shared interests more important than a shared racial background ?
- Can people accurately predict their own perceived value in the dating market ?
- In terms of getting a second date, is it better to be someone's first speed date of the night or their last ?



IMPORTANCE OF ATTRIBUTES



For both Men & Women:

- Attractiveness appears as n1 attribute (after speed dating event for women) Then comes Intelligence, Fun and Sincerity Shared Interests and Ambition are the least desirable traits

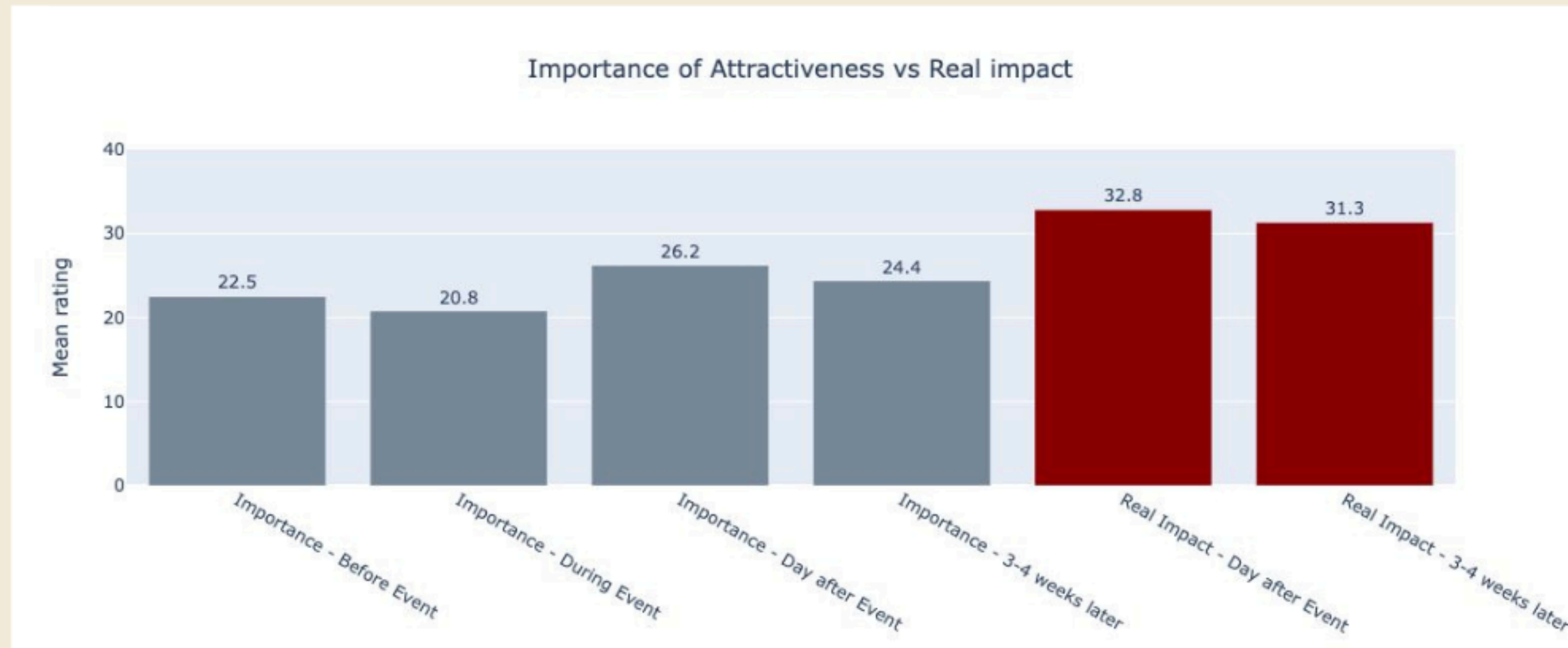
For Men :

- Clear preference for Attractiveness over other attributes (9.6pts higher on average than attribute n2)

For Women:

- More balanced preference across all attributes

2. Attractiveness: Importance vs Real Impact

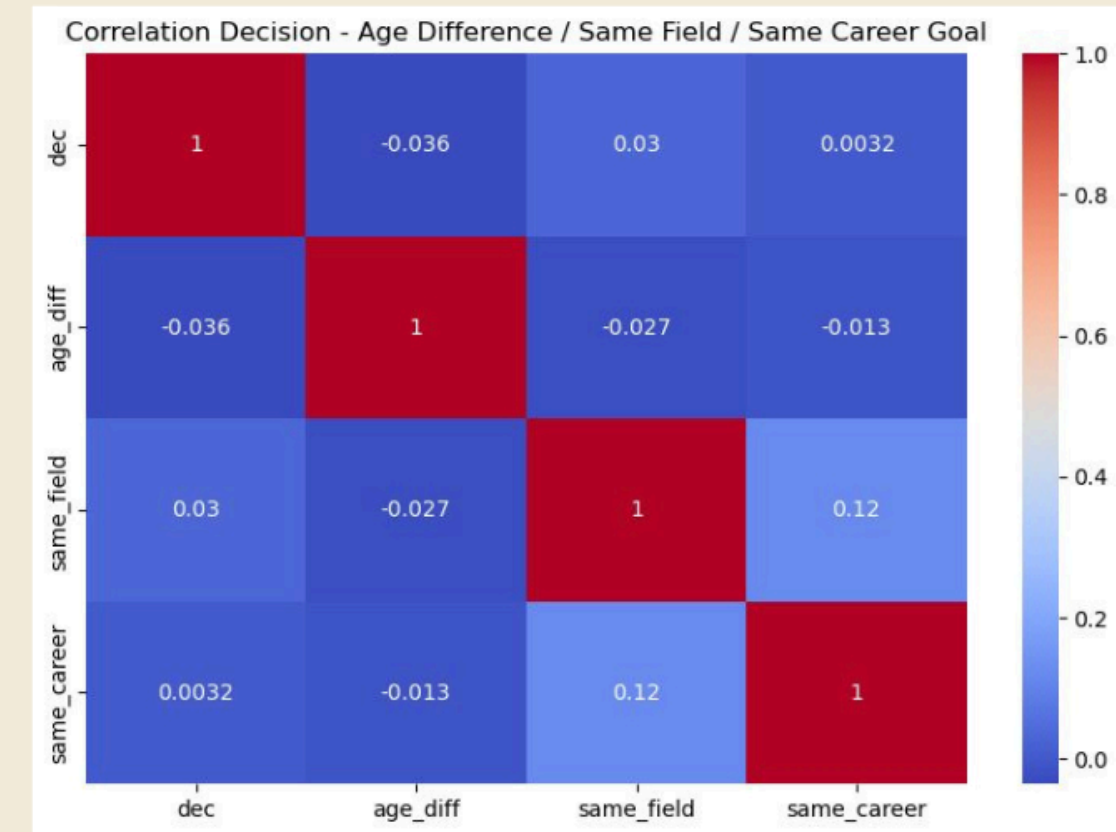


- **Attractiveness has more impact on partner selection during speed dating event than importance given to this attribute**
- **Maybe due to the difficulty of evaluating the other attributes (Intelligence, Sincerity..) in a 4-min speed date / similar difficulty on a dating app**

3. Other factors: interests, race, age, field, career

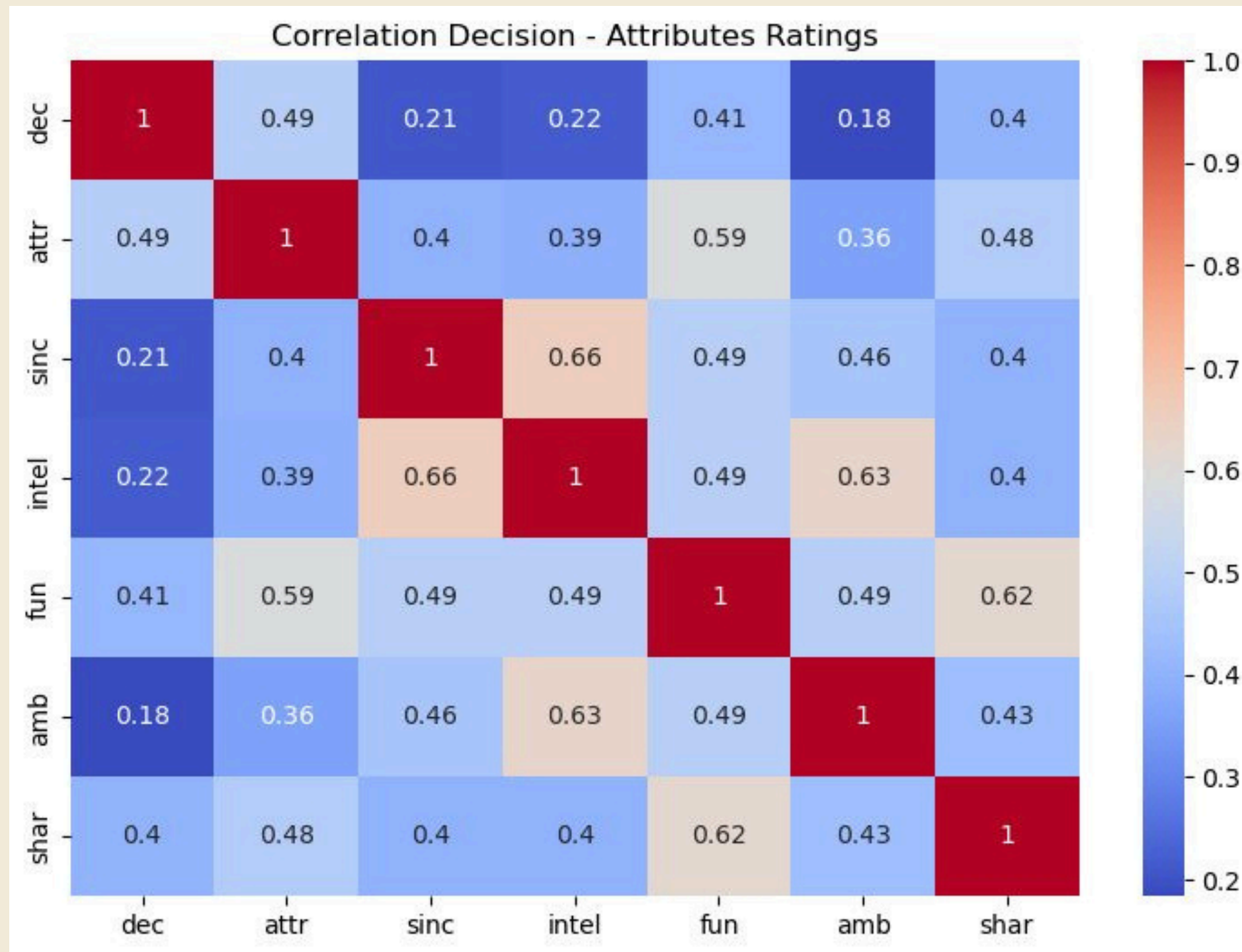


- **Positive correlation between participant's decision and rating given to partner for "shared interests"**
- **No correlation between decision and same race**



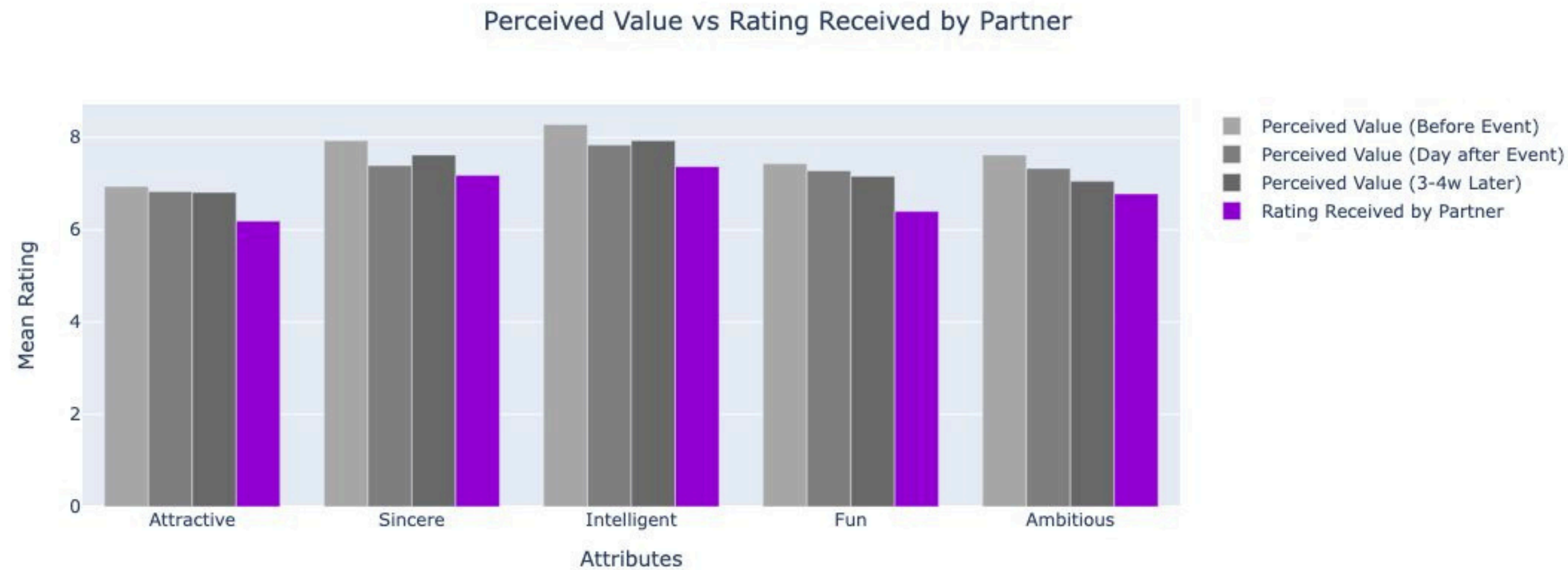
- **No correlation between participant's decision and age difference, same field and same career goal**

4. Decision vs Attributes Ratings



- As seen before, attractiveness and shared interests play an important role in the decision
- Also, the fun attribute seems important for the participants for their decision (coeff 0.41)

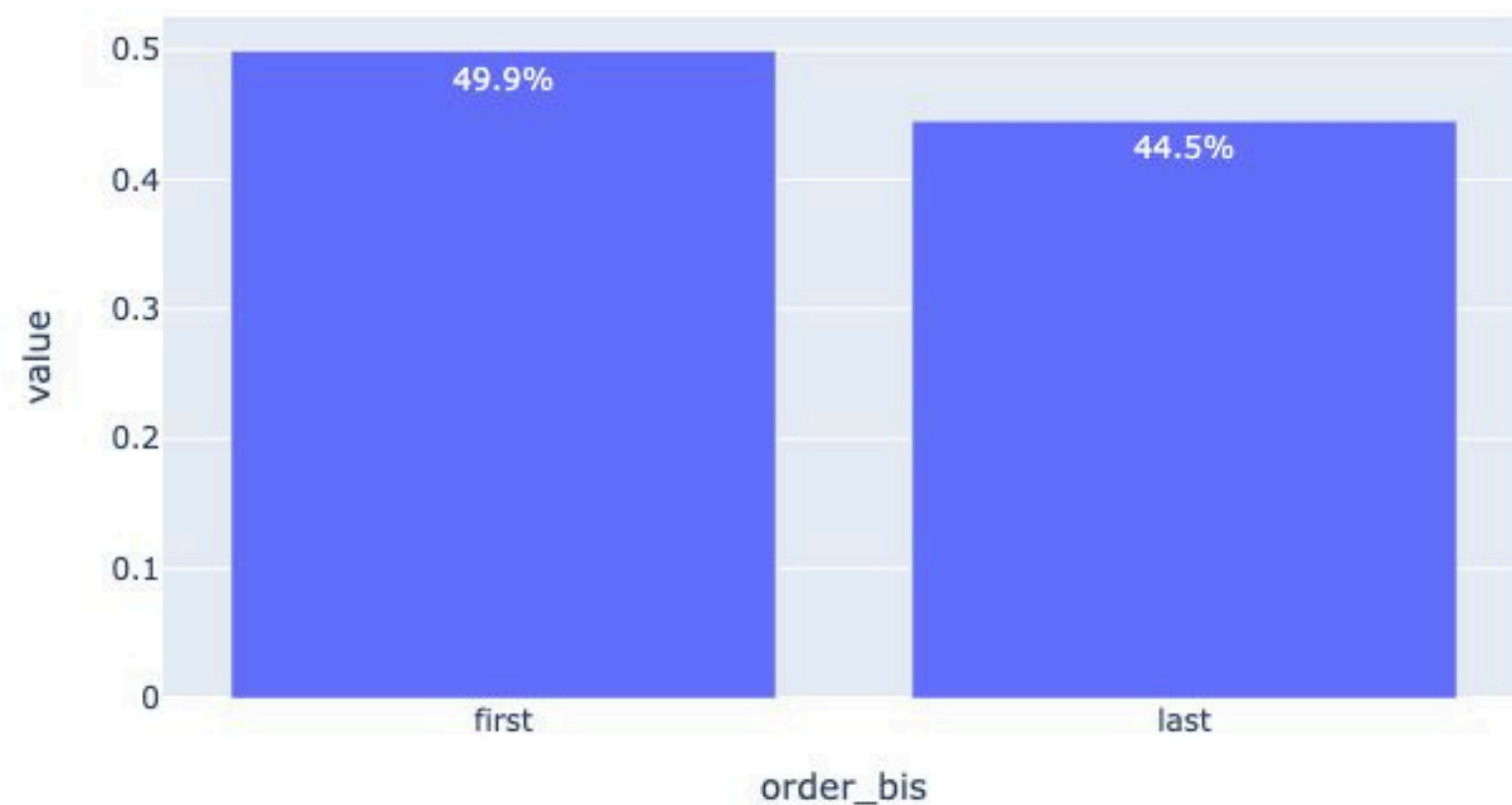
5. Perceived Value vs Rating by Partner



- On average, the ratings received by partners are lower than participants' self-perceived values across all survey times. Hence, participants tend to overestimate their value in the dating market.

6. Decision for first vs last date

Percentage of Positive Decisions for First Date vs Last Date



- On average, the ratings received by partners are lower than participants' self-perceived values across all survey times.
- Hence, participants tend to overestimate their value in the dating market.

7. Recommendations for the dating app

Highlight attractiveness

- Encourage users to upload several pictures of themselves (min. required)
- Enable filters to increase attractiveness

Broaden the audience

- Increase audience of profiles shows to users despite different age, race, field of study or job

Leverage shared interests

- Encourage users to input their interests and show them profiles with shared interests

Promote fun

- Promote the fun traits of users with fun-related prompts
- Allow uploads of video or voice message where users could show their fun personalities

Display profiles in order of relevance

- Users seem more likely to swipe right for the first profile they see when they open the app than the last one



Thanks