Female Users' Behavioural Segmentation

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Content Overview

What is LOVOO ?

DIVERSE – AUTHENTIC – ENTERTAINING

LOVOO is a **leading online dating app in the German-speaking world** founded in 2011.
It is **committed to connecting people** — in the digital and real world — by means of a dating app that enables people to meet people directly in their area or on entertaining live streams.
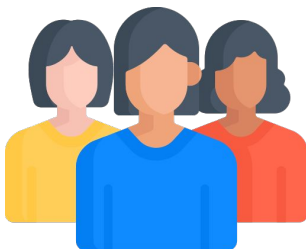
For more information, do visit LOVOO's website.

Users' Demographic

Male, looking for female, open to friends/chats/dates

Gender Female

Age 19 - 26 year old

Location Europe, Asia, America, Africa

Language France, English, German, Italian, Spanish, Portuguese

Interest Male, Female, Both, None
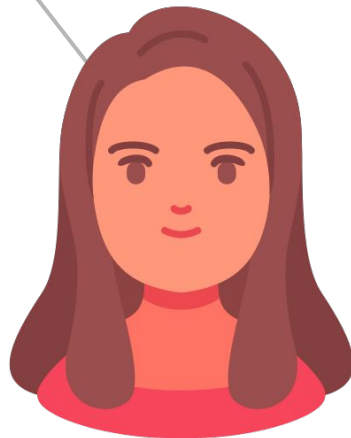
2747
old active users

Data was fetched during spring 2015 (April to May) by Jeffrey Mabilama and published on Kaggle.
For further information on data collection, attributes, others, do check this link.

Users' Segmentation

JUST-FOR-FUN

Cluster 3 - 73.75% (2026 users)

Users who use the application **for fun**, thus **do not really care about their profile**. They put **less picture** and **short main status** message. Their **last login date** (with a login session that can last for several hours) is **the second longest**.

GO-WITH-THE-FLOW

Cluster 1 - 19.26% (529 users)

Users put **sufficient effort** on their profile; they put **enough picture** and **concise main status message**. Their **last login date** (with a login session that can last for several hours) **is the shortest** indicating that they **actively browse** the application.

Users put **recognisable effort** on their profile: **the longest main status message** and the **second most number of photo**. The **conversion** between the number of people visiting their profile into liking their profile **is considerably high**er than users in just-for-fun and go-with-the-flow (5.07%)

THE ONE SEEKER

Cluster 2 - 5.17% (142 users)

Users with the **highest number of profile visits and likes**, thus the **highest conversion rate** too. They put **the most number of picture**, yet their average main status length is enough to indicate that they **utilise images than characters more**. Their **last login date** (with a login session that can last for several hours) is **the longest**.

SUPERSTAR

Cluster 4 - 1.82% (50 users)

Users' Segmentation Details

Average	cluster 3 **Just-for-Fun**	cluster 1 **Go-with-the-Flow**	cluster 2 **The One Seeker**	cluster 4 **Superstar**
Number of picture(s)	3.88	4.97	5.46	5.78
Number of characters of main status message	18.77	24.92	25.61	22.14
Last login date (days)	19.38	17.36	18.32	19.86
Open to (friends/chats/dates)	1.66	1.70	1.56	2.00
Number of profile visit	1,738.54	6,859.00	14,019.32	15,061.53
Number of kisses (likes)	52.82	263.64	710.92	1,359.94
%visit-kisses	3.04%	3.84%	5.07%	9.03%

Conclusion at a Glance

From the sample users data, we can draw a conclusion that **up to 70% users on dating app use the app for fun**. They do not have intention to enhance their profile in order to impress others considering the number of pictures and the length of main status message on their profile. They also open only to 1-2 flirt interests (friends/chats/dates).

However, there are still **5.17% chance to meet the serious ones** and **19.26% chance to meet those who go with the flow**; considering half of go-with-the-flow profile actually look for a serious relationship. Thus, **overall chance** to have future serious relationship through dating app will be roughly **14.8%.**

In addition, looking at additional data in appendix, 97% of the users do not subscribe for VIP service although it gives them more benefits; meaning that **free version is sufficient**.
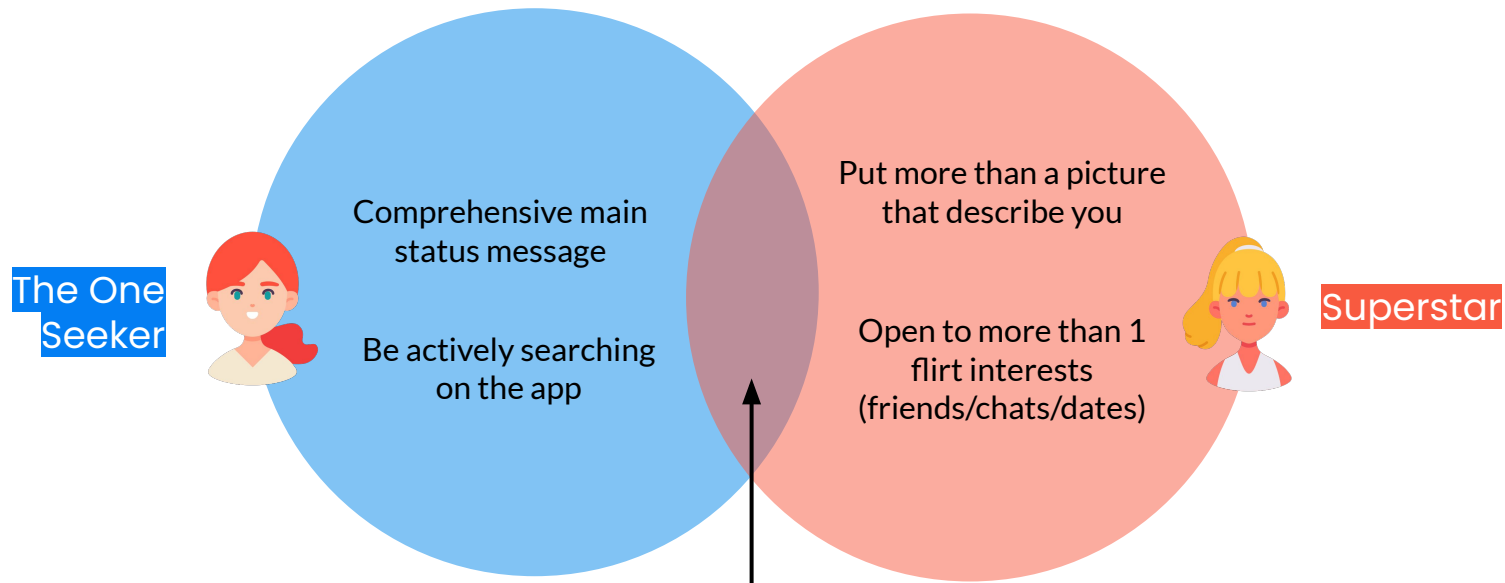
How to **maximise that 14.8% chance** and **get into a serious relationship** by using a dating app?

It starts from _**yourself**_, be those among the 14.8% users!

Combining the profile of The One Seeker and Superstar, considering the **high conversion** from others visiting into liking their profile (and eventually having a conversation).

The One Seeker

Comprehensive main status message

Be actively searching on the app

Put more than a picture that describe you

Open to more than 1 flirt interests (friends/chats/dates)

Superstar

**be here**.
be _clear_ about your **goal** and **intention**.

Some tips on *writing* your dating app *profile blurb*

Be as **short** and **sweet** as possible with a **good hook** to make it **memorable**

Do **NOT try to appeal to everyone** and think of it as a great time-saver to filter out unpromising person

Put an **easy conversation starter** as a last line on a longer profile, or even as your only line

Be **specific** when you write about what you are looking for and wanting in a **partner**

📸 Some tips on *photos* for your dating app profile

Good **quality images** attract good **quality dates**

Take advantage of the **"Golden Hour"** as photos taken during that time are perceived as **more attractive**
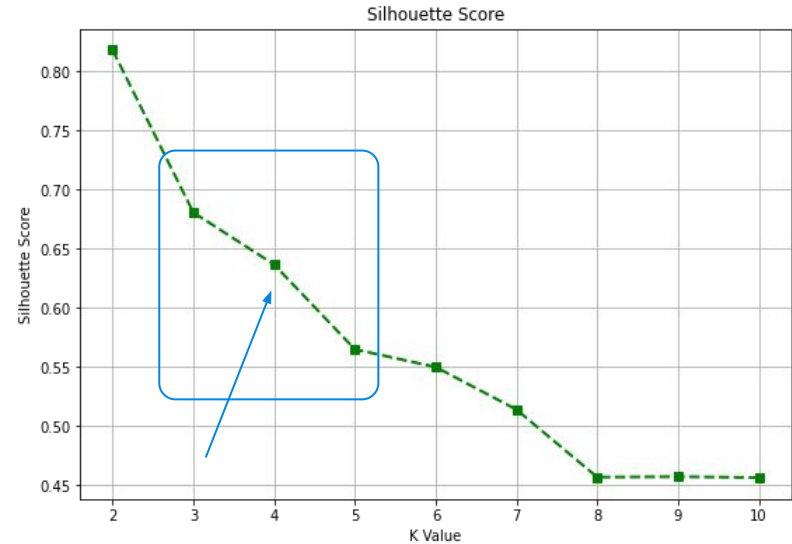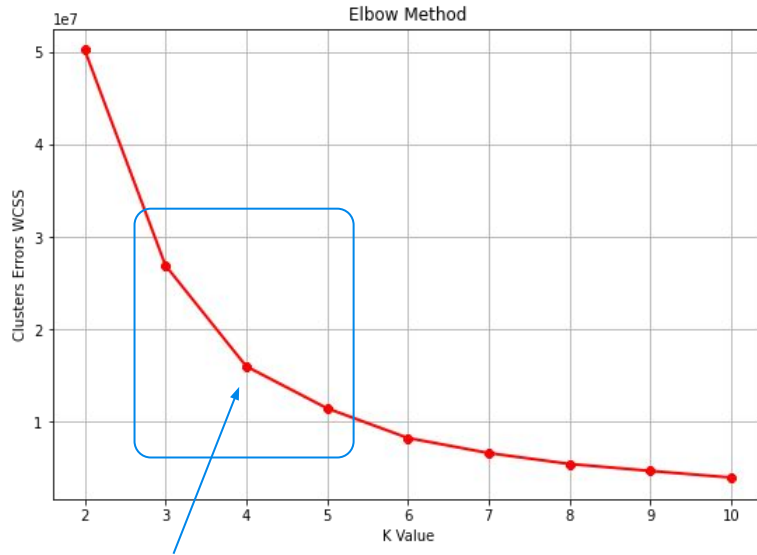
Look at the camera and put your **best smile**. Study shows that it is 23% more likely to be liked

Action shots are great even if they are not super clear photos of you. Thus, share **what you like** to do

# [Appendix] Segmentation Technique: k-Means Clustering

Elbow Method

Finding optimum k value within Cluster Sum of Squares (WCSS) against the the number of clusters (k-value) to figure out the optimal number of clusters value. The **location of a bend** (knee) in the plot is generally considered as an indicator of the **appropriate number of clusters**; k = 4 .

Silhouette score of k = 4 is also not bad as it is **> 0.5** indicating that users at each clusters **share a closely similar behaviours**.
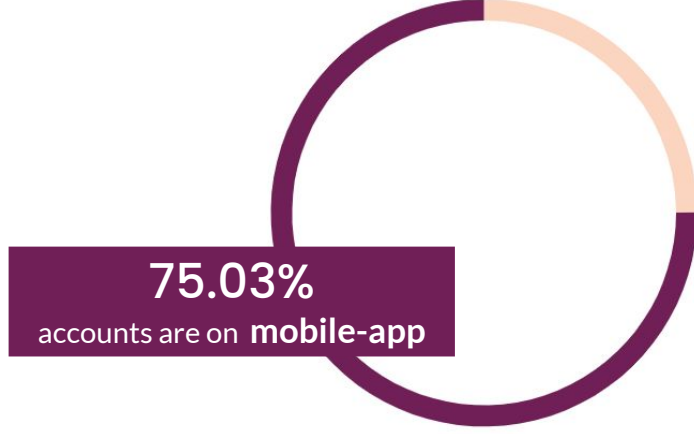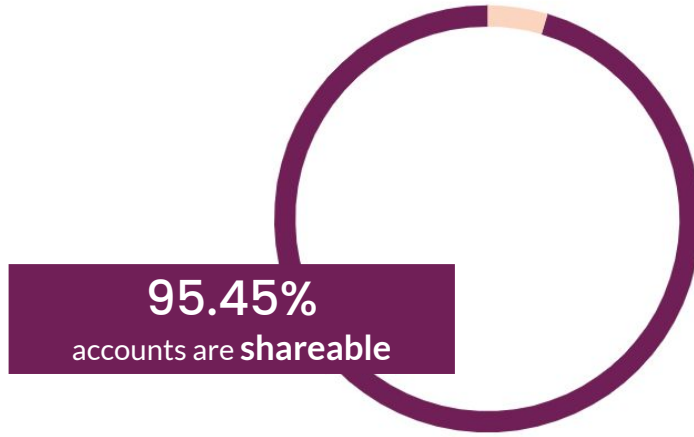
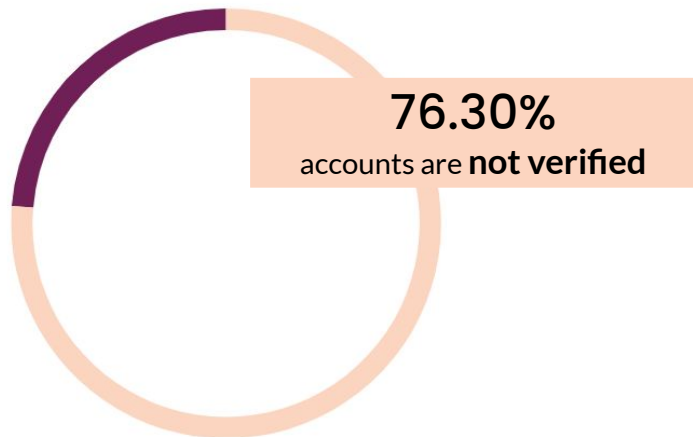# [Appendix] Additional Data on Users' Profile

Age Frequency

Users' Location
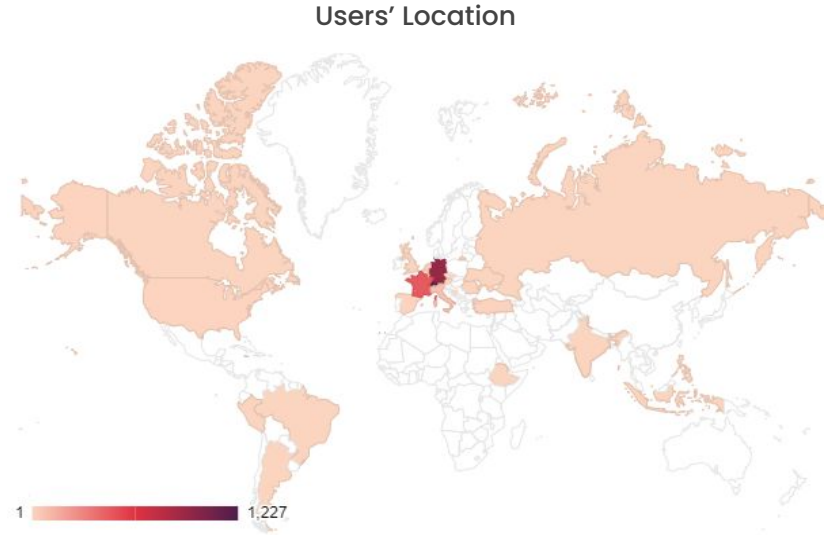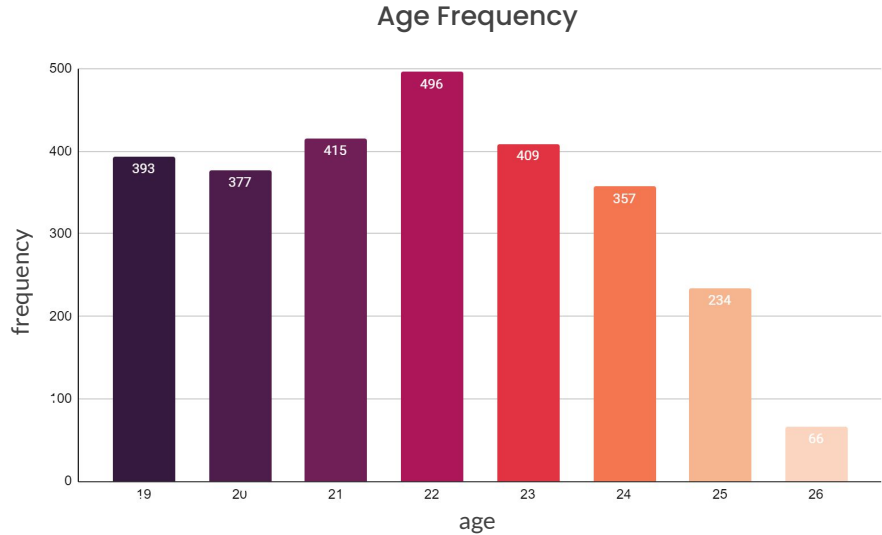
Users are in the age of 20s with 22 as the mode. Most of the users (99.09%) come from Europe region as Lovoo is a leading online dating app in the German-speaking world.

[Appendix] Additional Data on Account Details

● True ● False

76.30%
accounts are **not verified**

95.45%
accounts are **shareable**

97.23%
accounts are **not VIP**

75.03%
accounts are on **mobile-app**

[Appendix] Sources

1. Ellis, S. (2020, March 25). A dating app photographer gives 6 tips for choosing the best profile pics. Elite Daily. Retrieved January 15, 2022, from https://www.elitedaily.com/p/how-to-choose-the-best-dating-app-photos-according-to-expert-22652728

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3. M, V. (2019, November 14). How to write a dating profile that will actually get you dates. Medium. Retrieved January 16, 2022, from https://medium.com/@victoriamyr/how-to-write-a-dating-profile-that-will-actually-get-you-dates-a85c5e0eb888

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5. Sagar, A. (2019, December 3). *Customer segmentation using K means clustering*. Medium. Retrieved October 8, 2021, from https://towardsdatascience.com/customer-segmentation-using-k-means-clustering-d33964f238c3.

6. Seth, N. (2021, January 28). *Profiling market segments using K-means clustering*. Analytics Vidhya. Retrieved October 8, 2021, from https://www.analyticsvidhya.com/blog/2021/01/profiling-market-segments-using-k-means-clustering/.