



Company C

Case solution

TASK 1

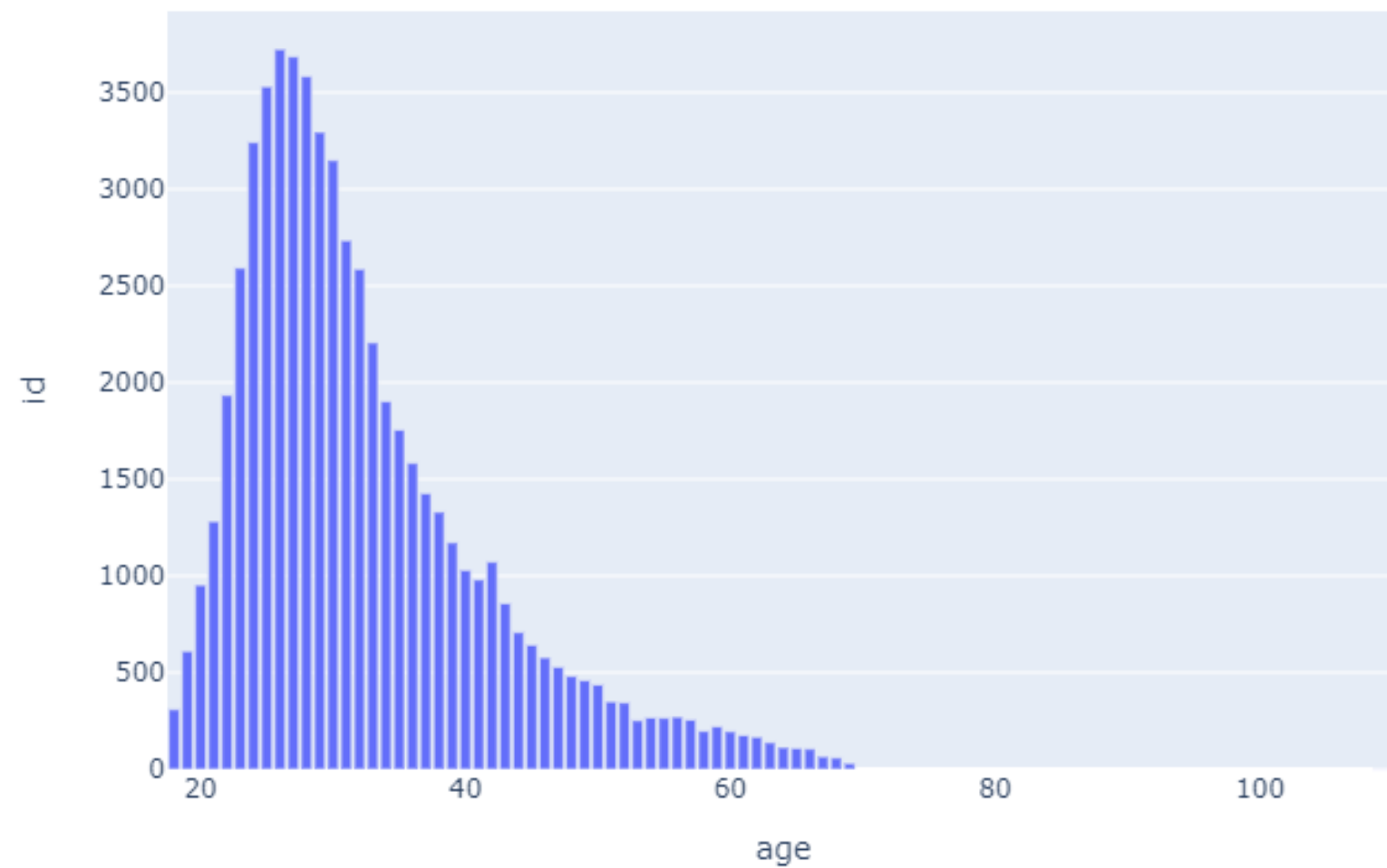
In no more than 8 slides, describe and visualise the data in the users table only. Aim to give a clear overview of the demographics of the users, but also some insights on which profile fields are most often filled / left blank.



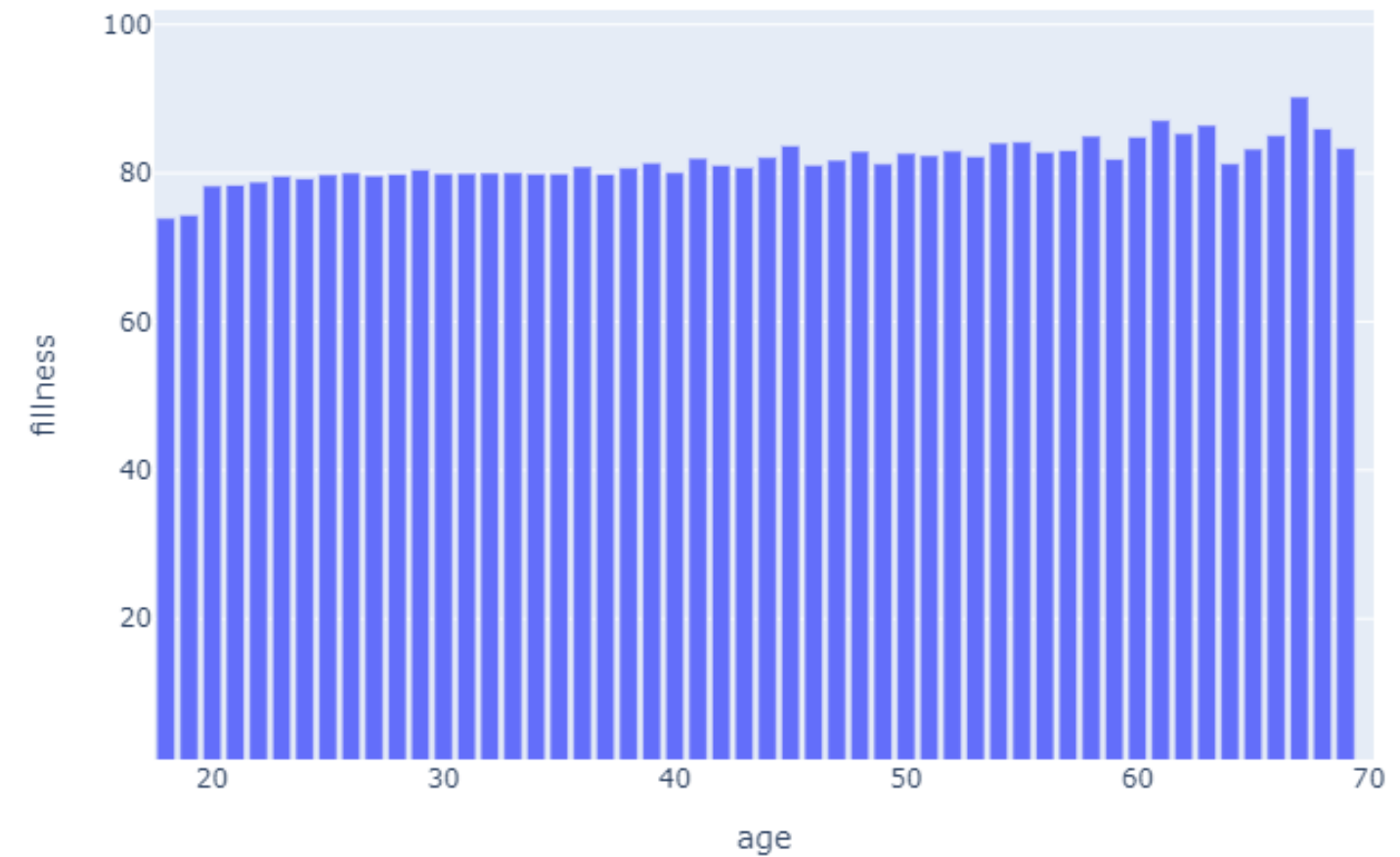
STRUCTURE BY AGE

- 1) Average user age is 32 years old, age is distributed close to normal
- 2) It seems that age does not significantly influence the profile fill, we need to collect more data

Users by age



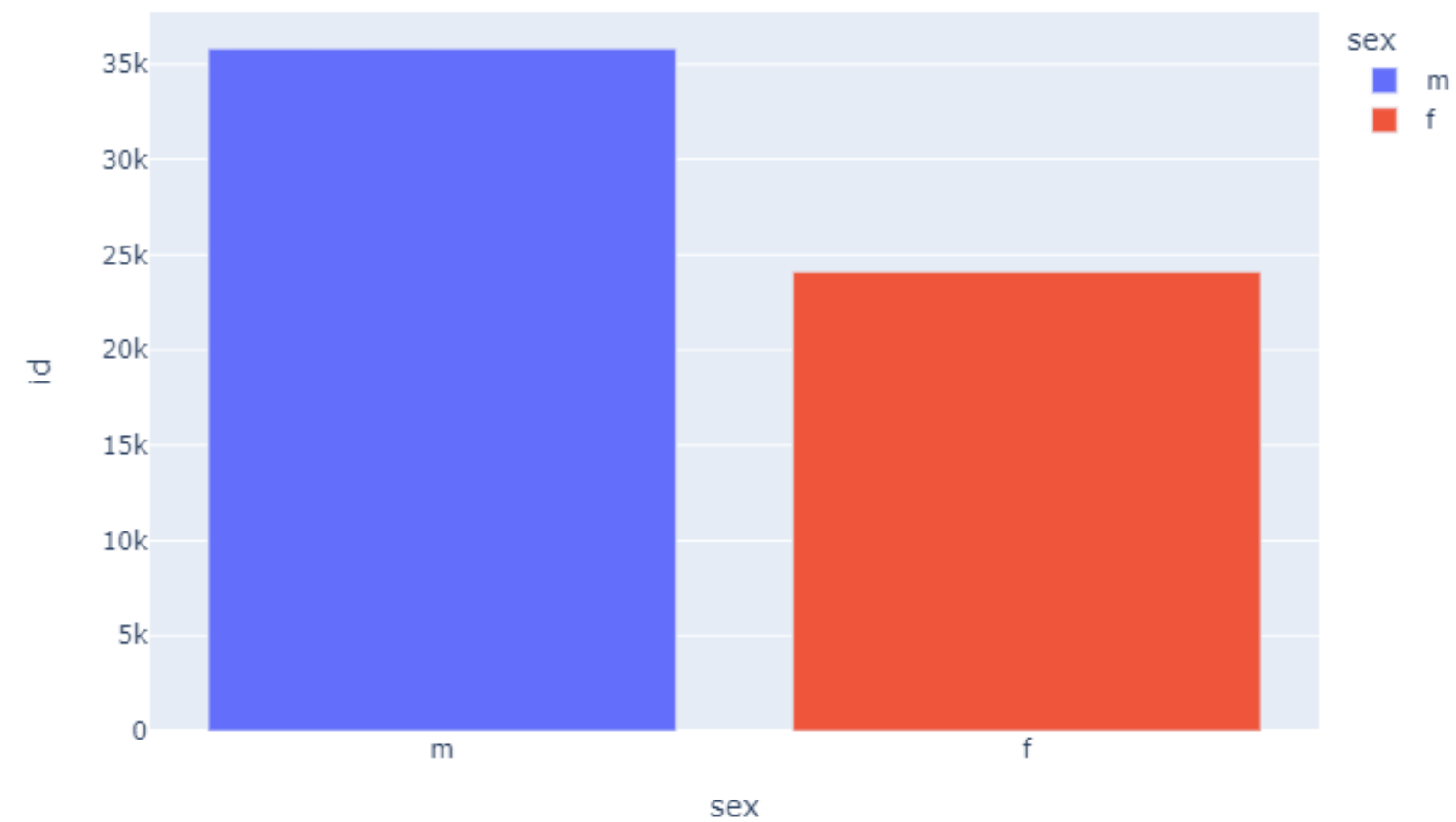
Percentage of fillness by age



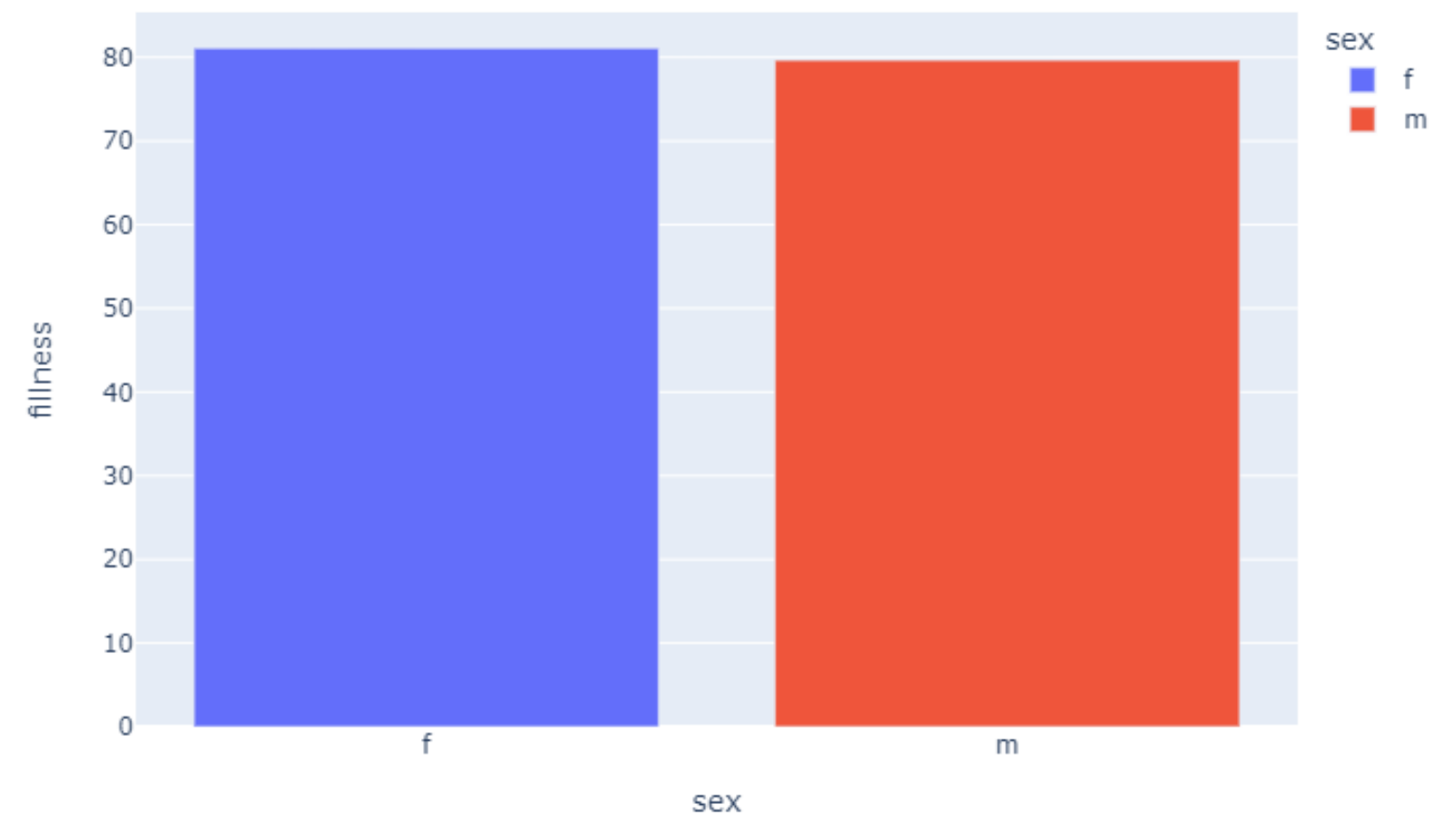
STRUCTURE BY SEX

- 1) We can see that males take 60% of all users, so we defiantly have more males than females in our service
- 2) There is no difference in the profile fullness between these groups

Users by sex



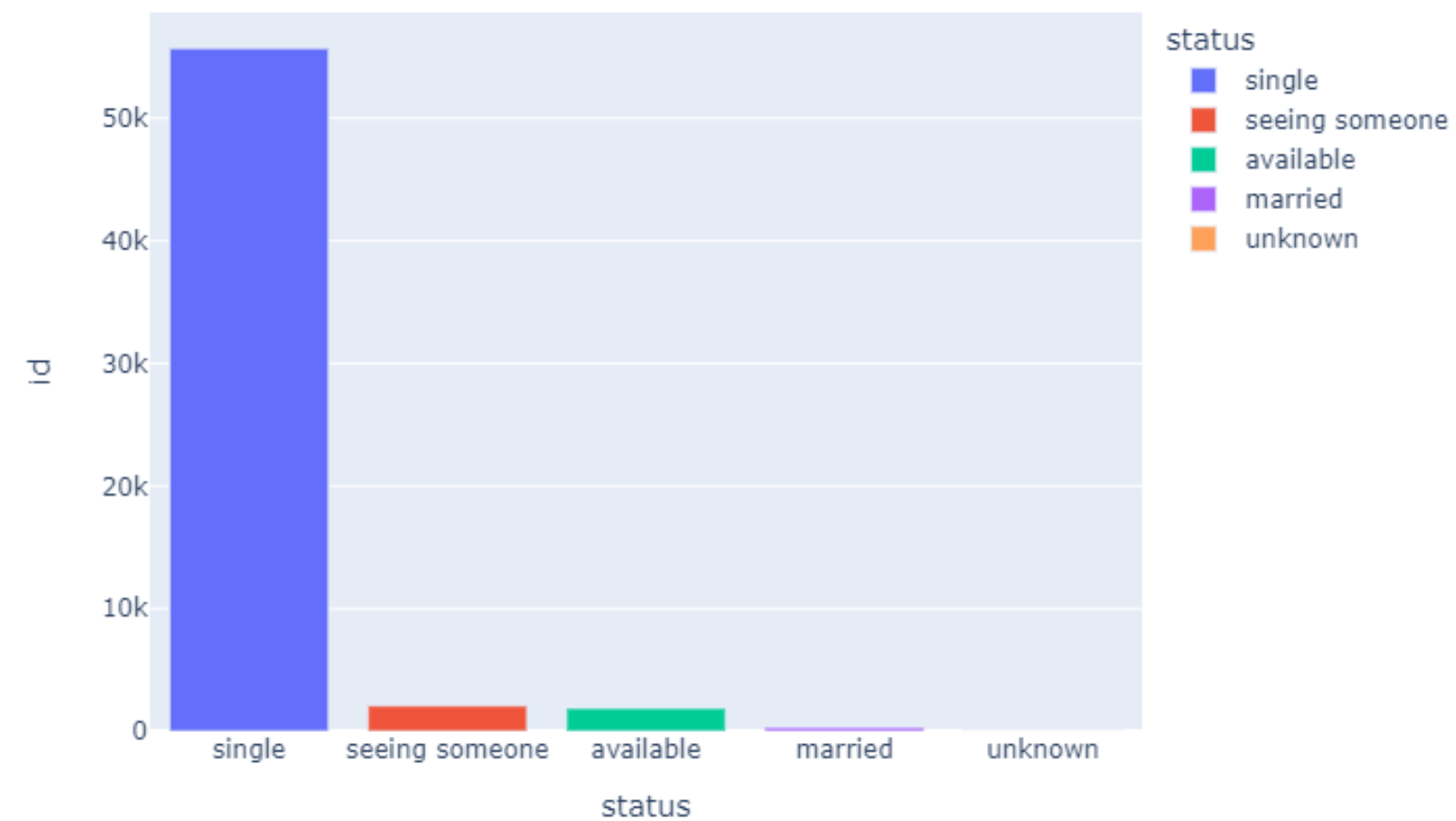
Percentage of fillness by sex



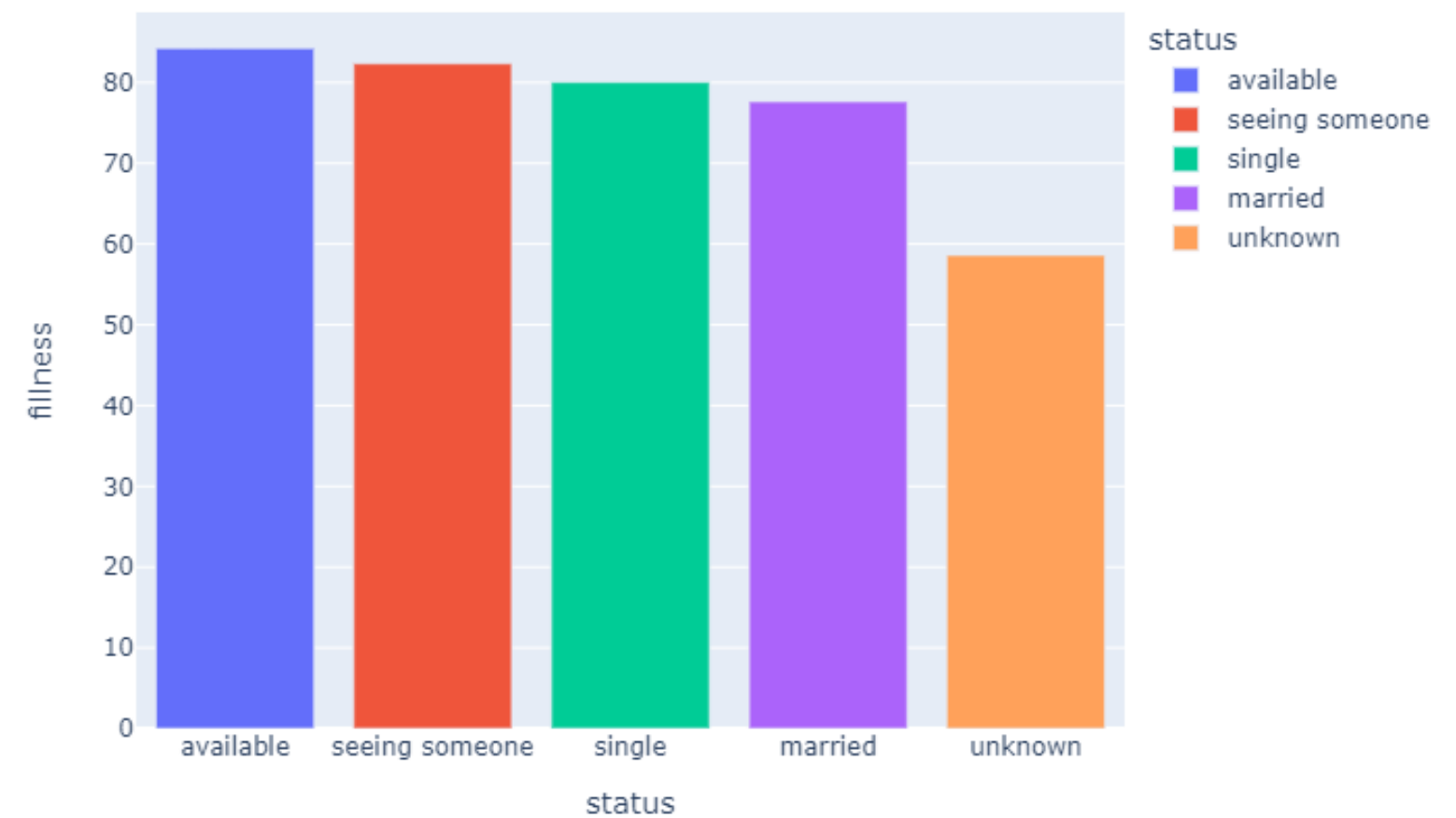
STRUCTURE BY STATUS

- 1) Almost all profile base consists of single users (obviously)
- 2) There is no difference in the profile fullness between these groups (except unknown profiles)

Users by status



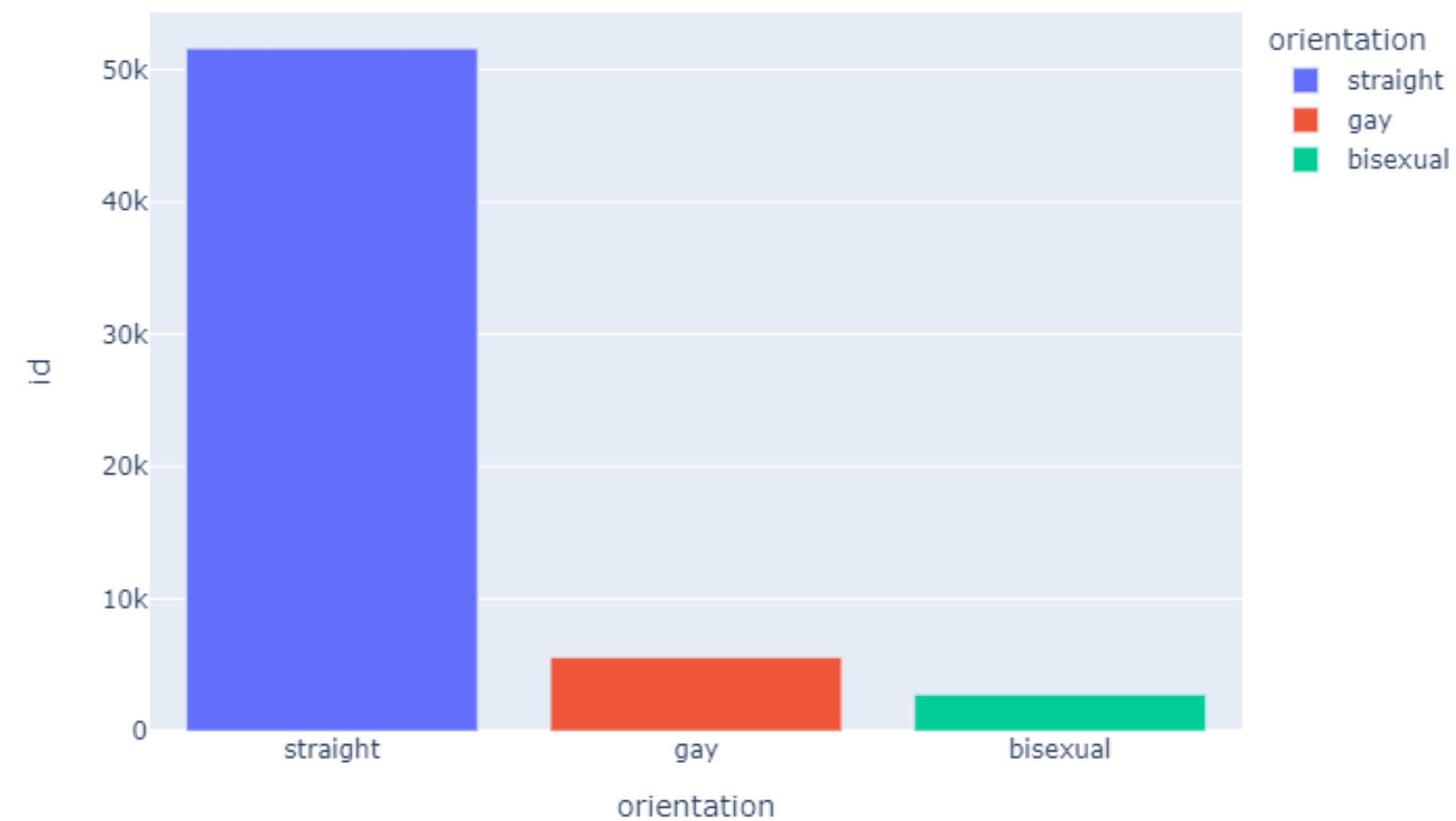
Percentage of fillness by status



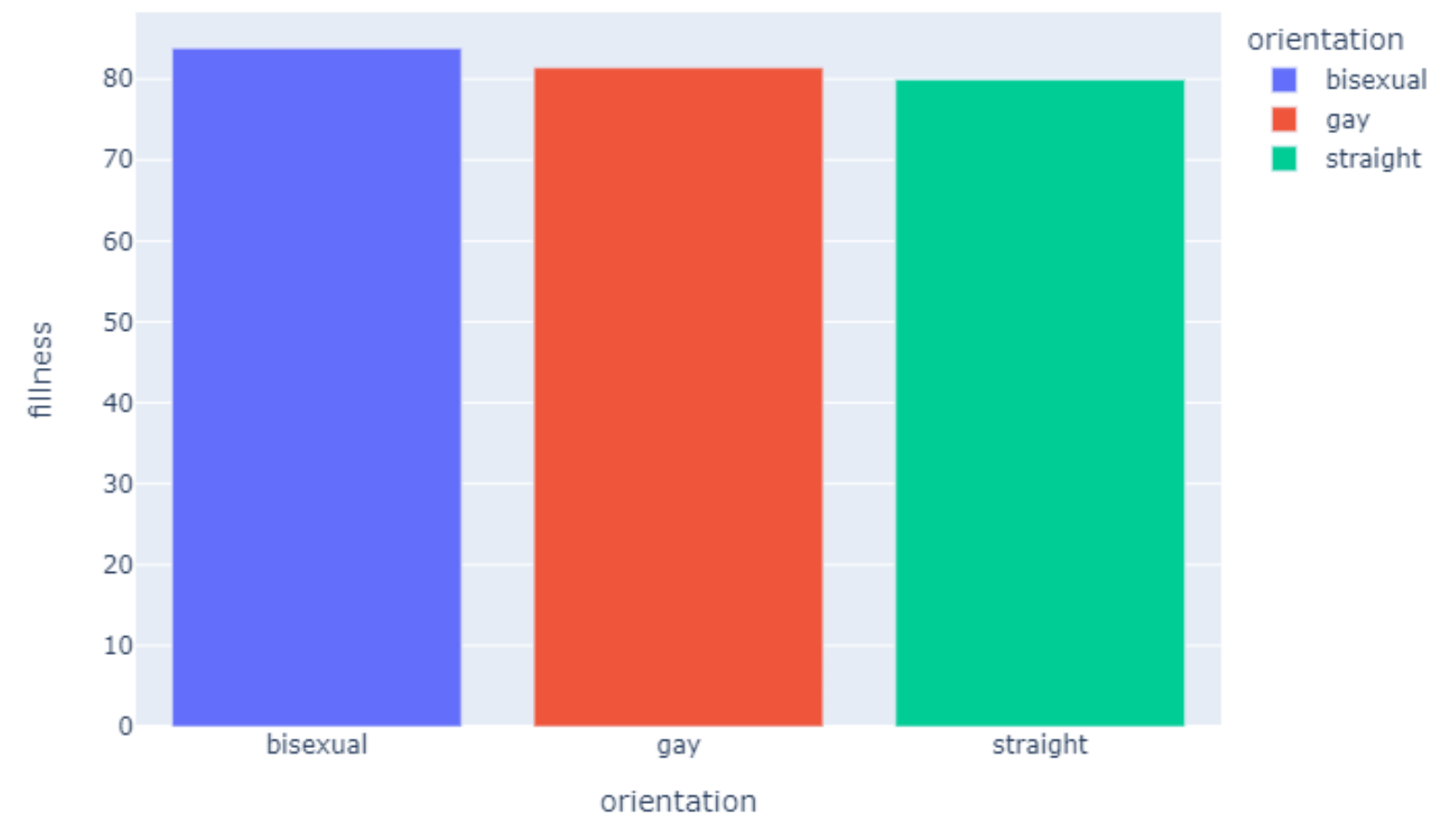
STRUCTURE BY ORIENTATION

- 1) 14% of our users are part of the LGBTQ+ community
- 2) There is no difference in the profile fullness between these groups

Users by orientation



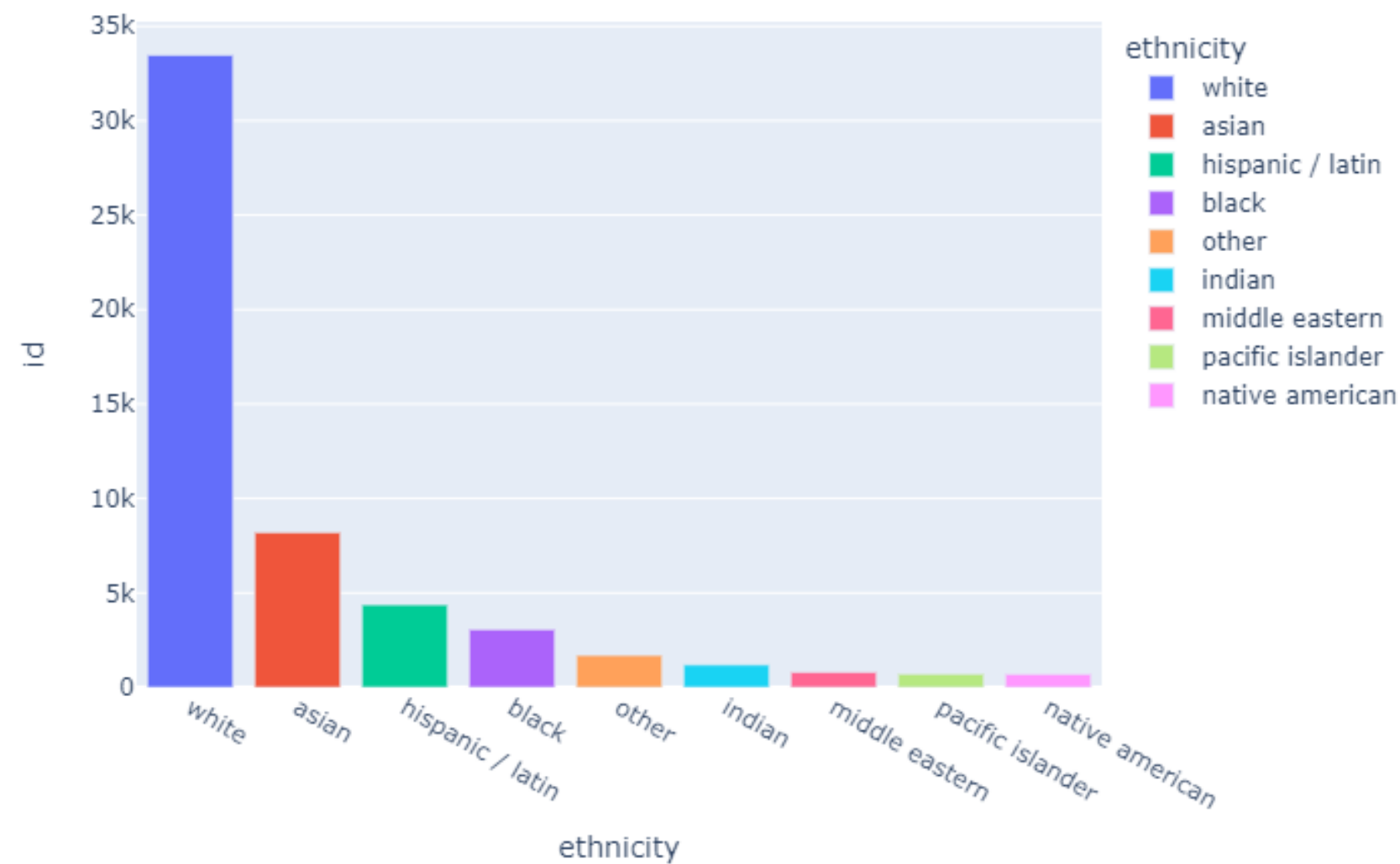
Percentage of fillness by orientation



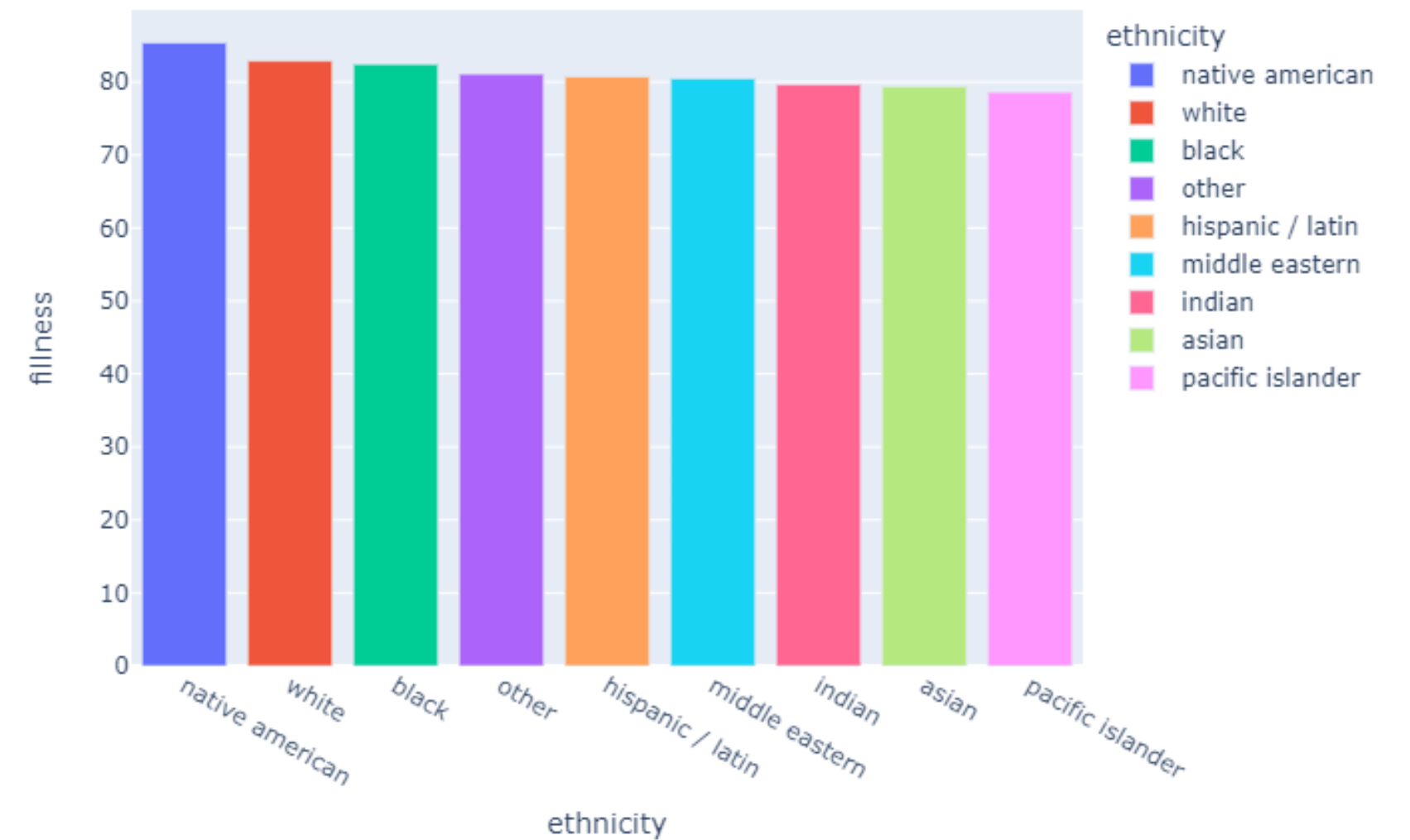
STRUCTURE BY ETHNICITY

- 1) More than half of the user base is white by ethnicity
- 2) There is no difference in the profile fullness between these groups

Users by ethnicity



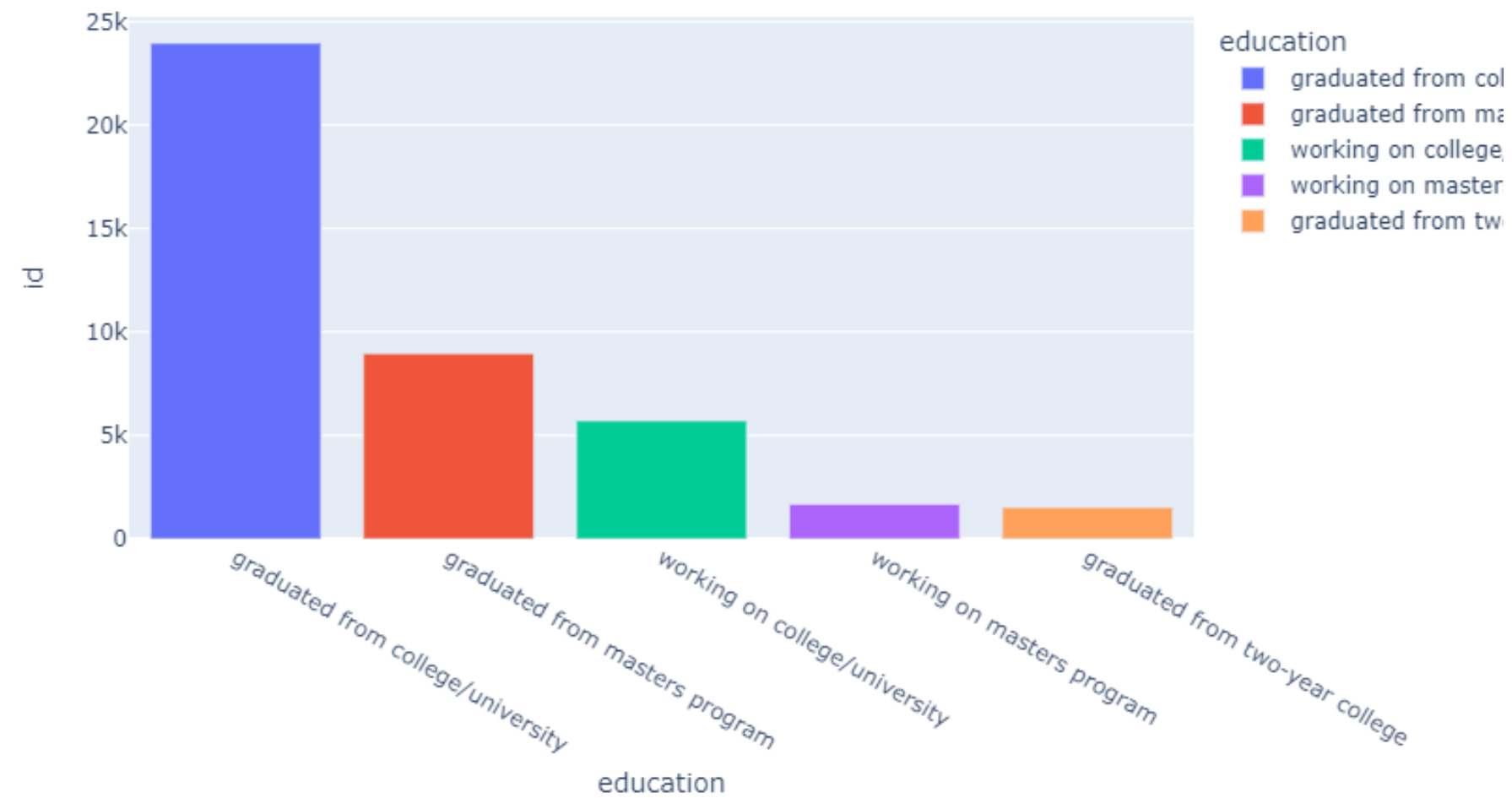
Percentage of fillness by ethnicity



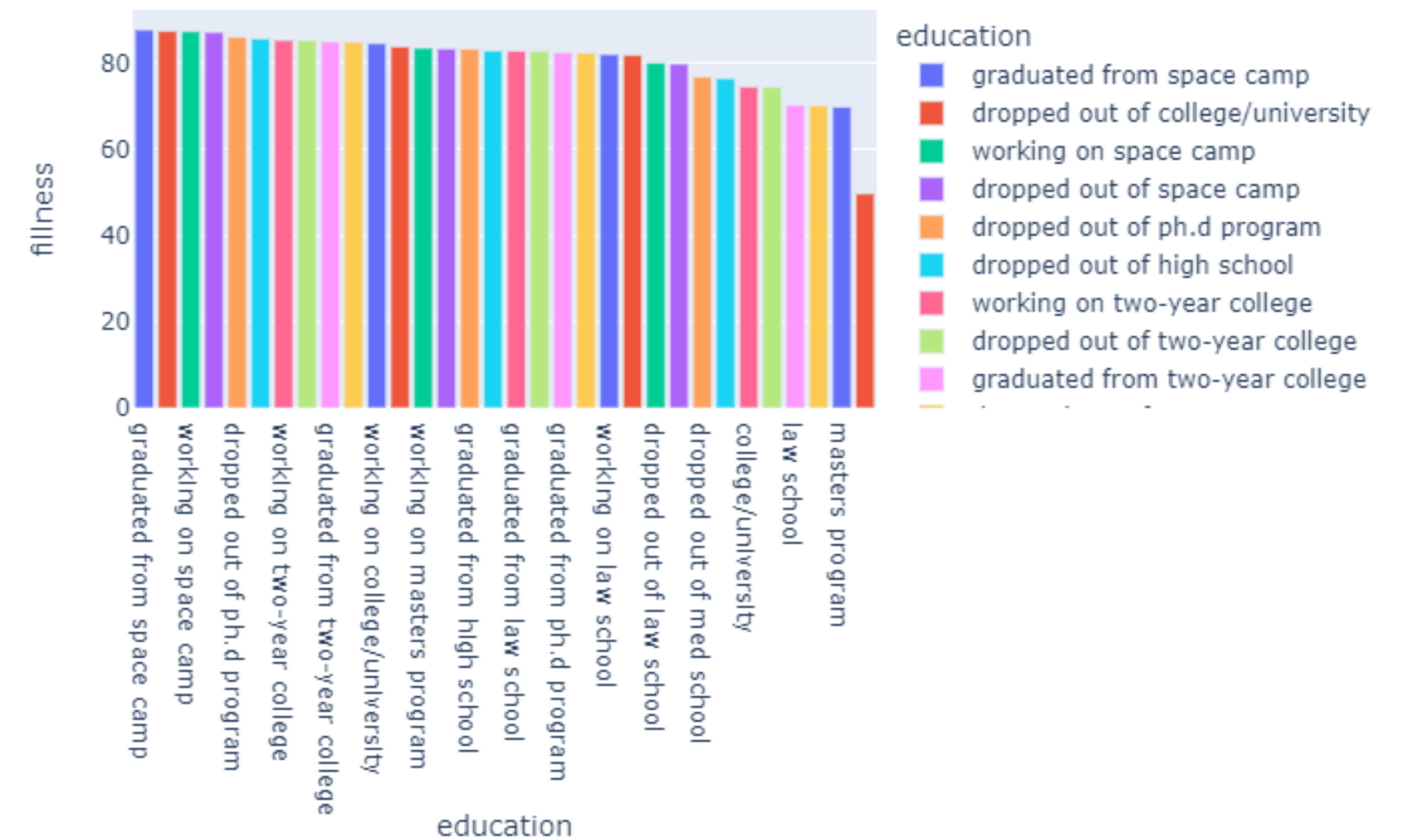
STRUCTURE BY EDUCATION

- 1) Most part of users are graduated
- 2) There is no difference in the profile fullness between these groups

Users by education



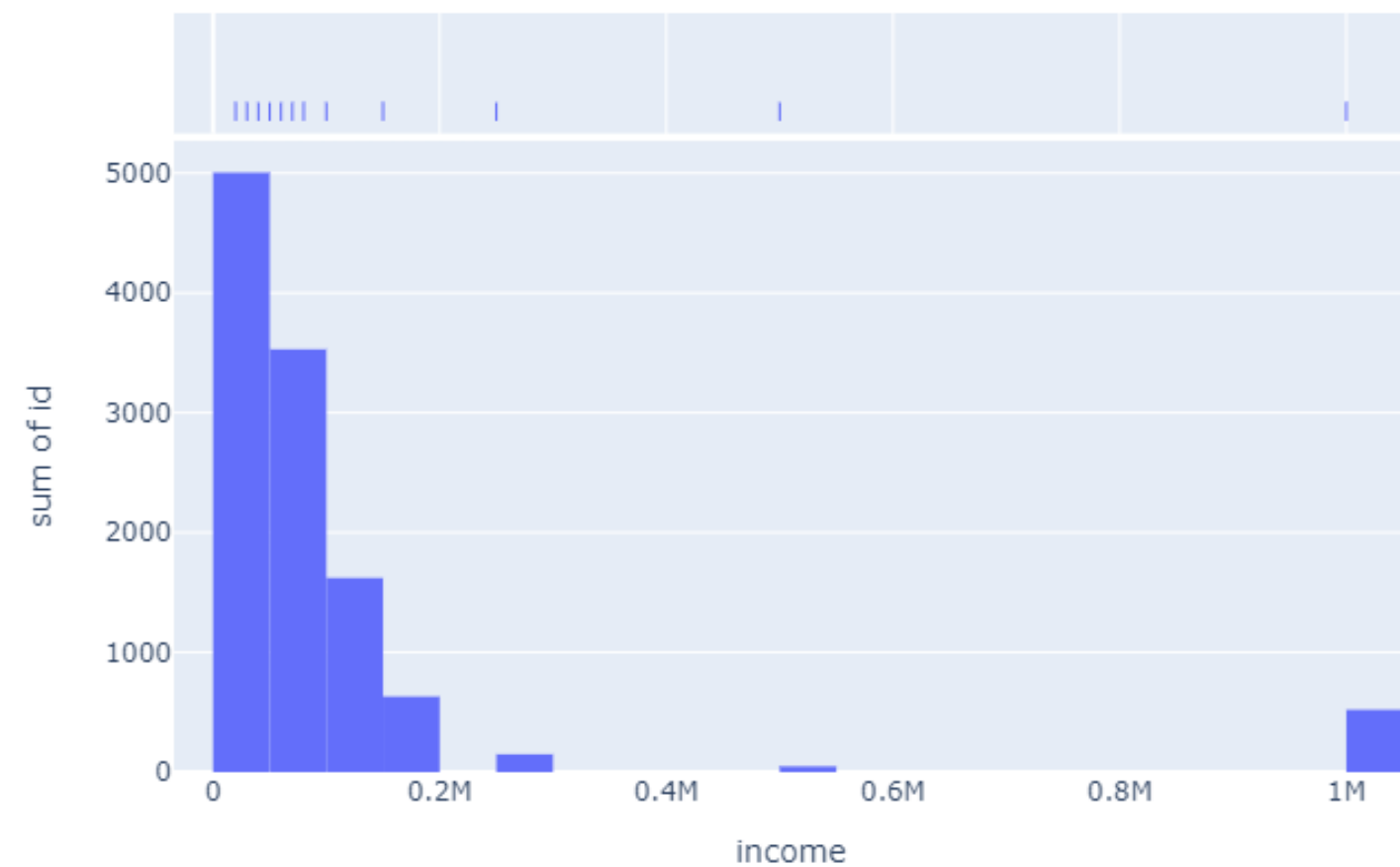
Percentage of fillness by education



STRUCTURE BY INCOME

- 1) We can see that income distribution is quite variable and has a long left tail
- 2) Based on the left visualization it seems that users with higher income have less filled profiles.

Users by income



Percentage of fillness by income

