**Project Report: Analysis of OKcupid Profiles**

**Goal of the Dashboard**

The primary goal of the dashboard is to deliver insights of the app and general overview of OKcupid profile data in 2012 when the Beta version was released. The aim of this project is to gain insights into user behaviors, preferences, demographics, and interactions to drive data-informed decision making and implement strategies that can improve the user experience, engagement, and satisfaction on the platform on this year. The dashboard serves as a tool to highlight patterns, trends, and key performance indicators that can provide valuable business intelligence.

**List of KPIs + Insights Gained**

User Demographics: Age, Gender, Location and Sexual Orientation.

Insight: The majority of users were in the age group of 25-34, indicating a young and potentially tech-savvy user base.

User Activity: Number of matches, last online logins and profile updates.

Insight: Peak activity times align with evenings and weekends, suggesting these are the best times for app notifications.

Profile Completeness: Degree of profile completion, essays and questionnaire completion: (education, pets, speaks, diet)

Insight: Users with more complete profiles had more interactions, underlining the importance of encouraging profile completion.

**Additional Tools Used, if any**

The Shiny library in r was used to design the dashboard, given its data visualization capabilities. And for the cleaning and tidying data was used R in general along with diverse libraries such as tidyr, dplyr, forcats , shiny and readr.

**Reflection: What was difficult, what did you learn?**

The most challenging aspect of this project was handling the raw and unstructured data from the profiles. It required intensive data cleaning and preprocessing to transform it into an analyzable format.

Learning to identify the most relevant KPIs from a dataset was also a valuable lesson. Understanding how to use the different tools from R as using Shiny along another libraries was also really helpful in order to know how to learn on how to visualize data in another way.

**Recommendations: How can you make it better?**

Integrate real-time data: A real-time data with a dataset from this year or 2020 would make the dashboard more powerful, providing the most up-to-date insights.

User segmentation: Implementing more detailed user segmentation (e.g., by user interests or interaction styles, profile picture, minutes spend on the app) could deliver more nuanced insights.

Predictive Analytics: Incorporating machine learning algorithms for predictive analytics could provide foresight into user trends and behaviors, improving strategic decision-making in the next years.

**References:**

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