

it's a MATCH

okcupid

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DESCRIPTION

This project is part of the Data Analytics Bootcamp from Ironhack.

It was originally presented in May 2023 by Mayumi Kobayashi.

For the project it was used a dataset from the article: "OkCupid Data for Introductory Statistics and Data Science Courses" of the authors Kim, Albert and Escobedo-Land, Adriana published on the Journal of Statistics Education, volume 23, month 07, year 2015, number 2 (doi = 10.1080/10691898.2015.11889737) and shared in Kaggle.

LOVE IN NUMBERS

1

3 out of 10

U.S. adults say they have ever used a dating site or app.

(Pew Research Center 2022)

2

~35% of Americans

who have ever used a dating site or app have paid to use one at some point.

(Pew Research Center 2022)

3

~6.5 million views

ultimately watched the "Love Is Blind" special on Netflix

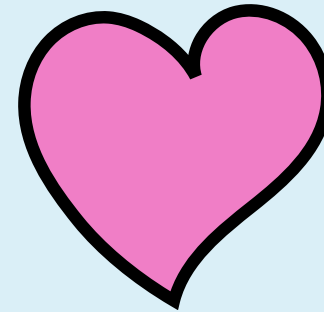
(CNBC 2023)

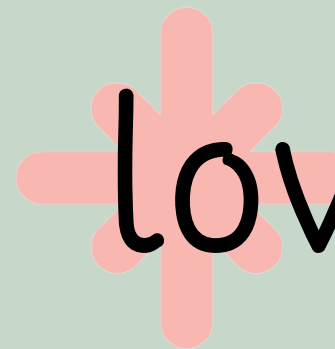
4

x2 as likely

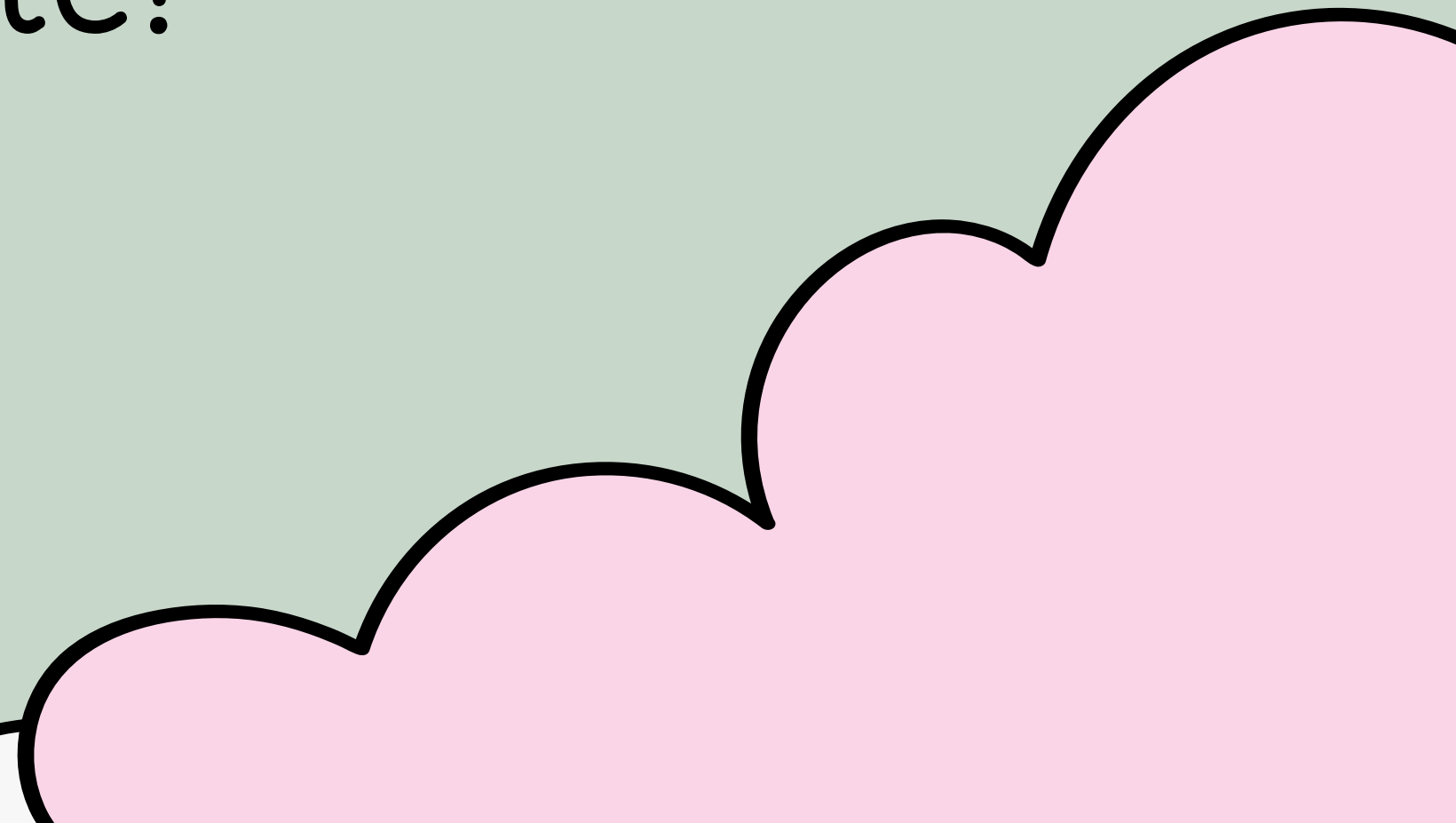
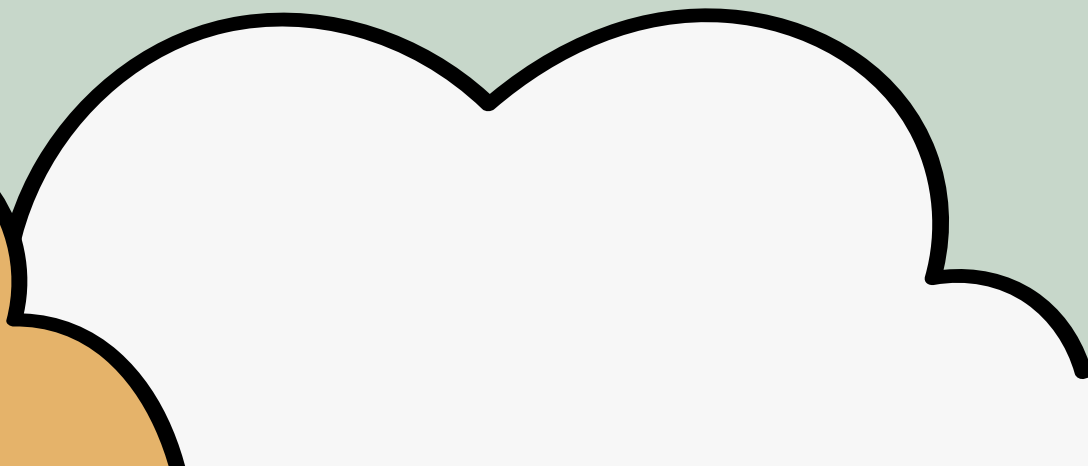
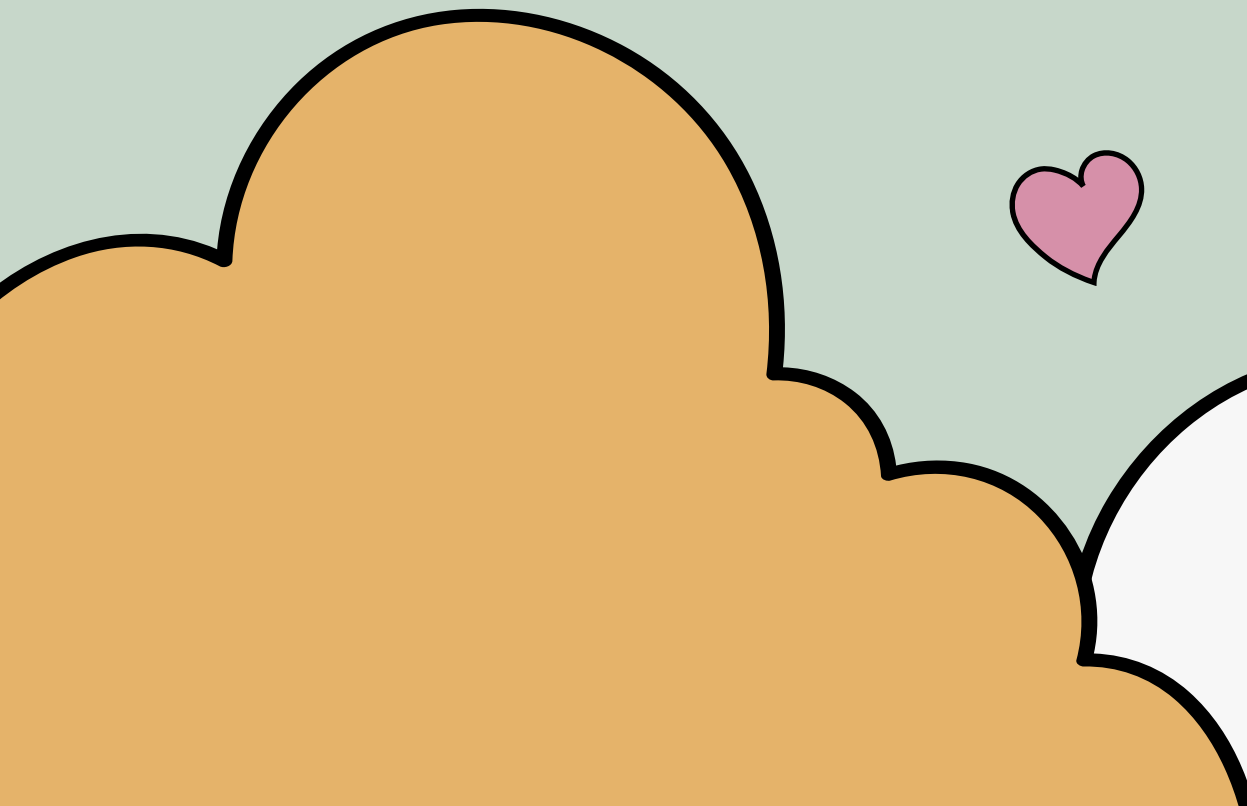
people who never married were more than twice as likely to die early as people in stable marriages

(Times 2015)





love is not only good
for us, but it's also
profitable!



OkCupid - Matchmaker

The goal of this project is **to train an unsupervised machine learning model** that will be able to recommend dating profiles based on answers from users about who they are and what they like plus what they are looking for in a potential match.

DELIVER 1: it was made available a visual and user friendly interface on Streamlit to receive inputs from real users to evaluate the profiles the model is recommending.



STREAMLIT



For the future

DELIVER 2: Create a new page in Streamlit with the exploratory analysis of the dataset.

DELIVER 3: Improve the recommendation model by completing with more robust NLP strategies and adding a better algorithm of matching, for example, by zodiac sign and interest in languages.

DELIVER 4: Once we get enough information about how a match happens, we will be able to train the model to perform recommendations of dating profiles.

THANK YOU

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🌐 GitHub