



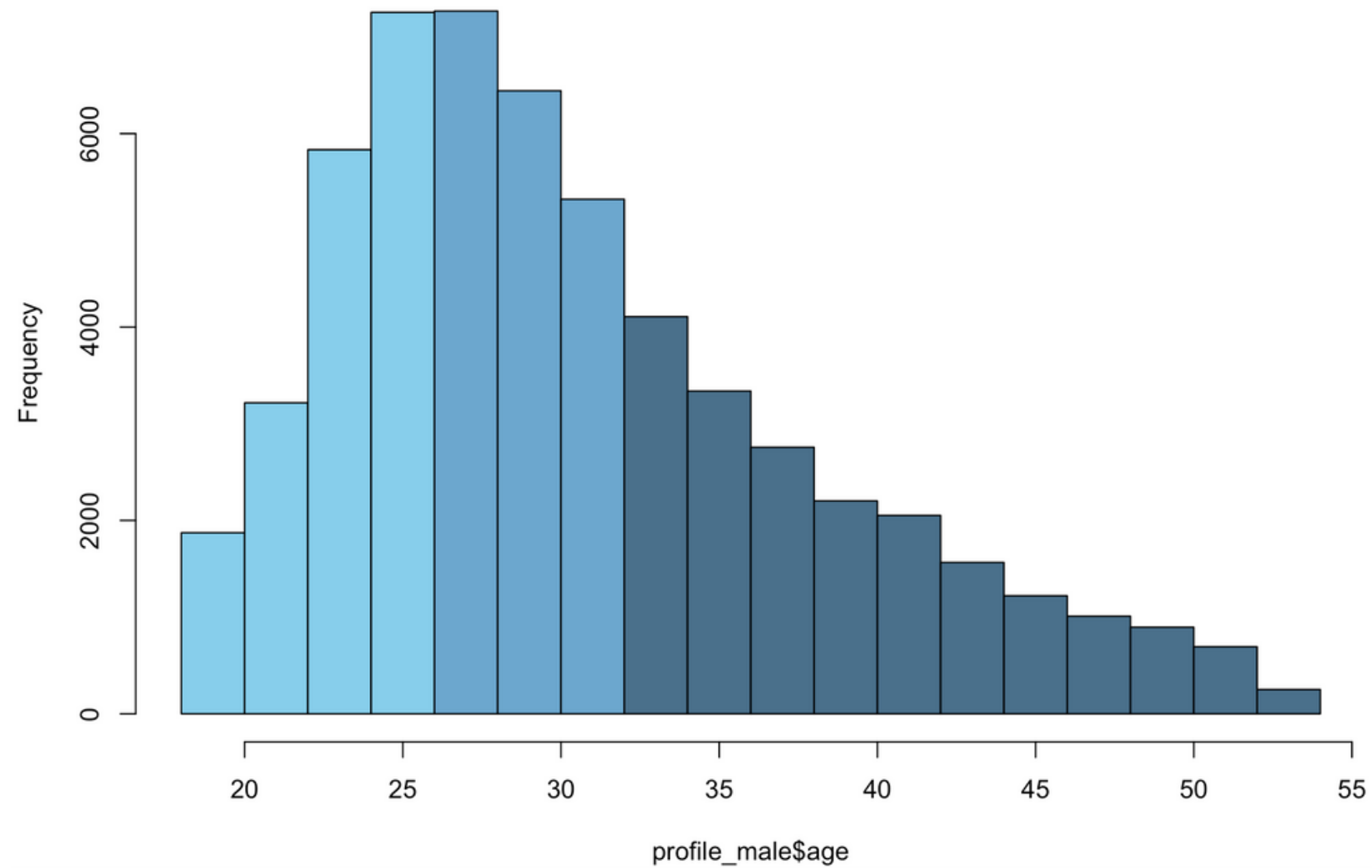
OK CUPID USER ANALYSIS

A1 Assignment: Mei Hwa Wong

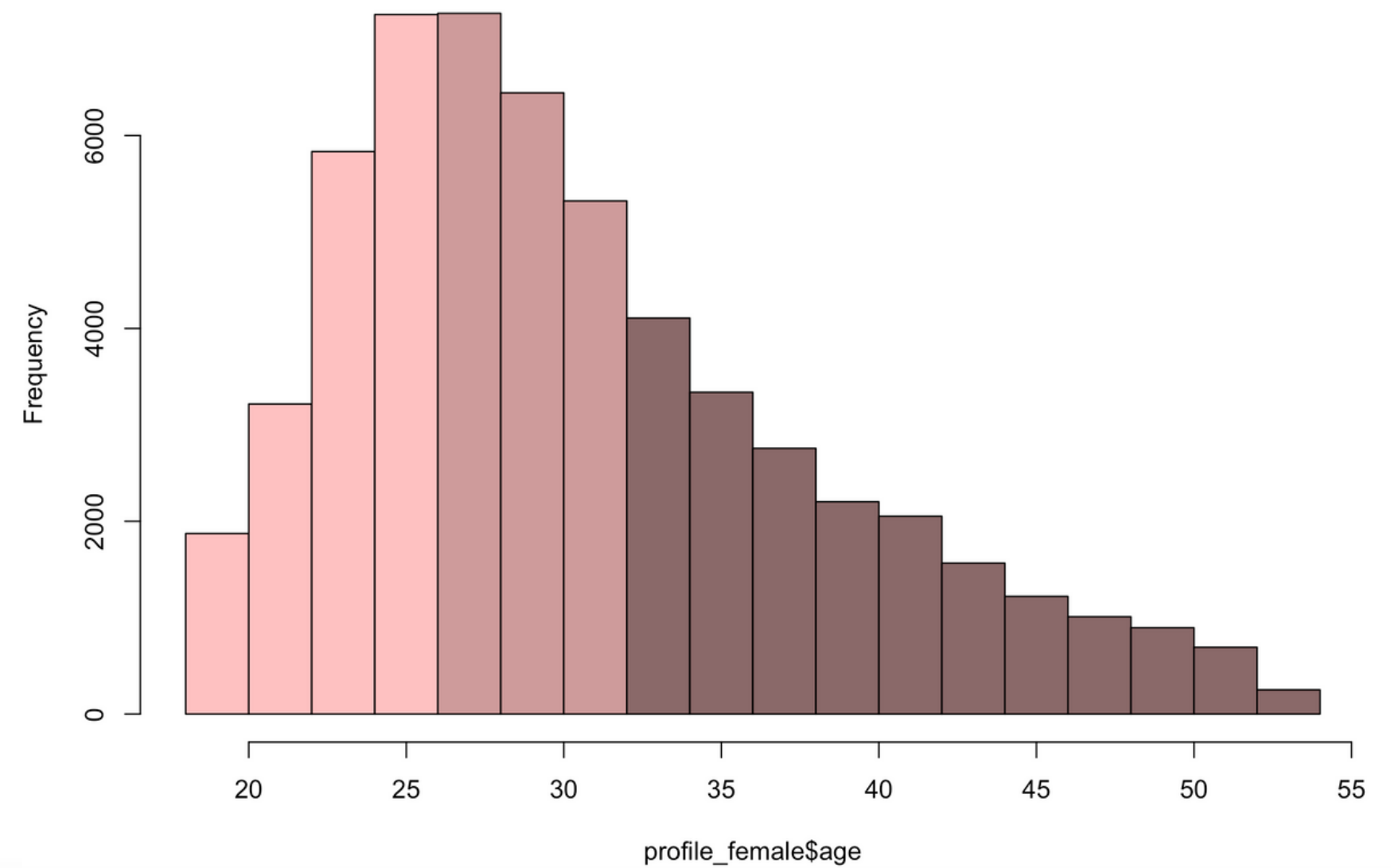


INTRODUCTION

Histogram of profile_male\$age

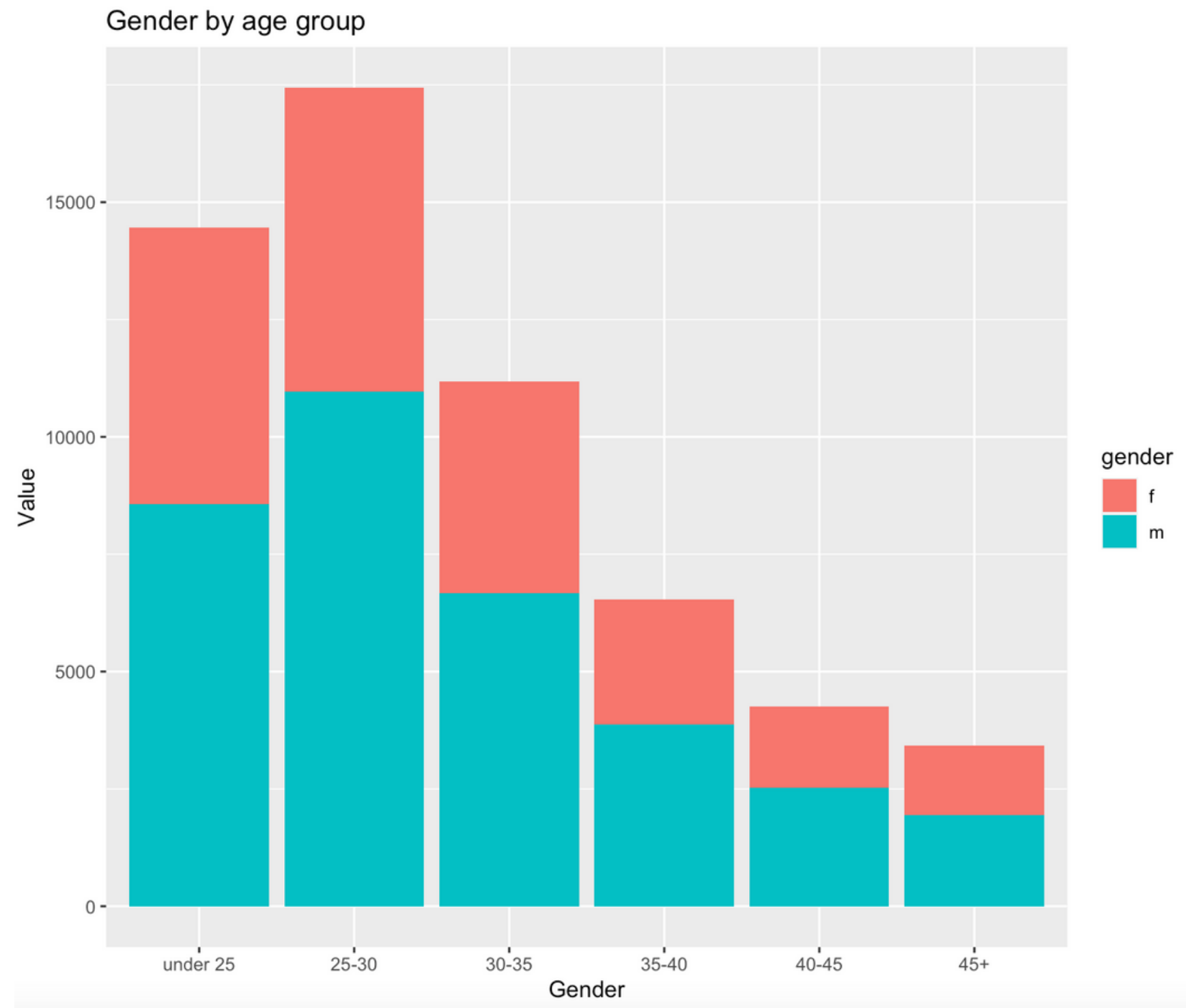


Histogram of profile_female\$age

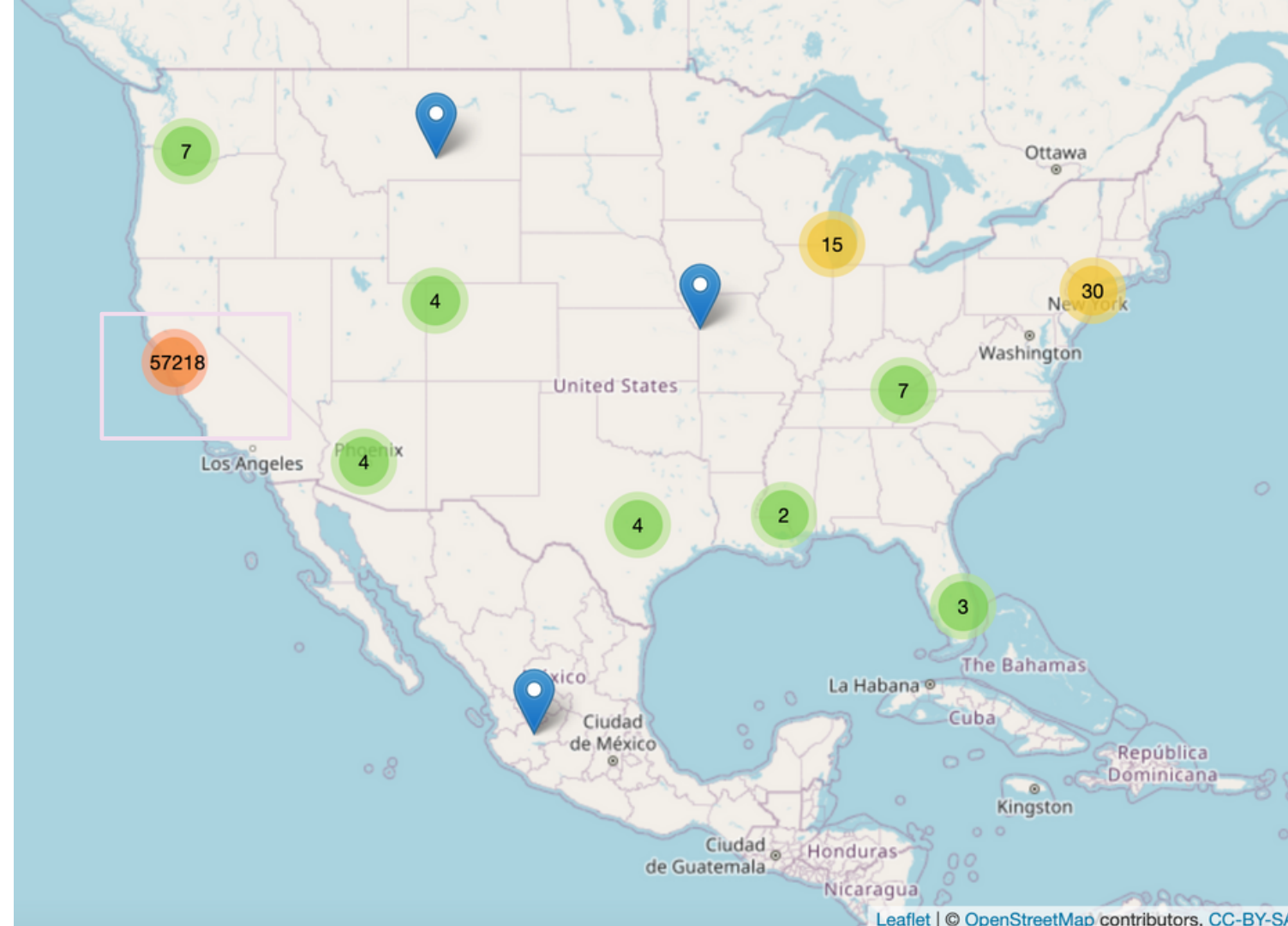




DISTRIBUTION BETWEEN GENDER

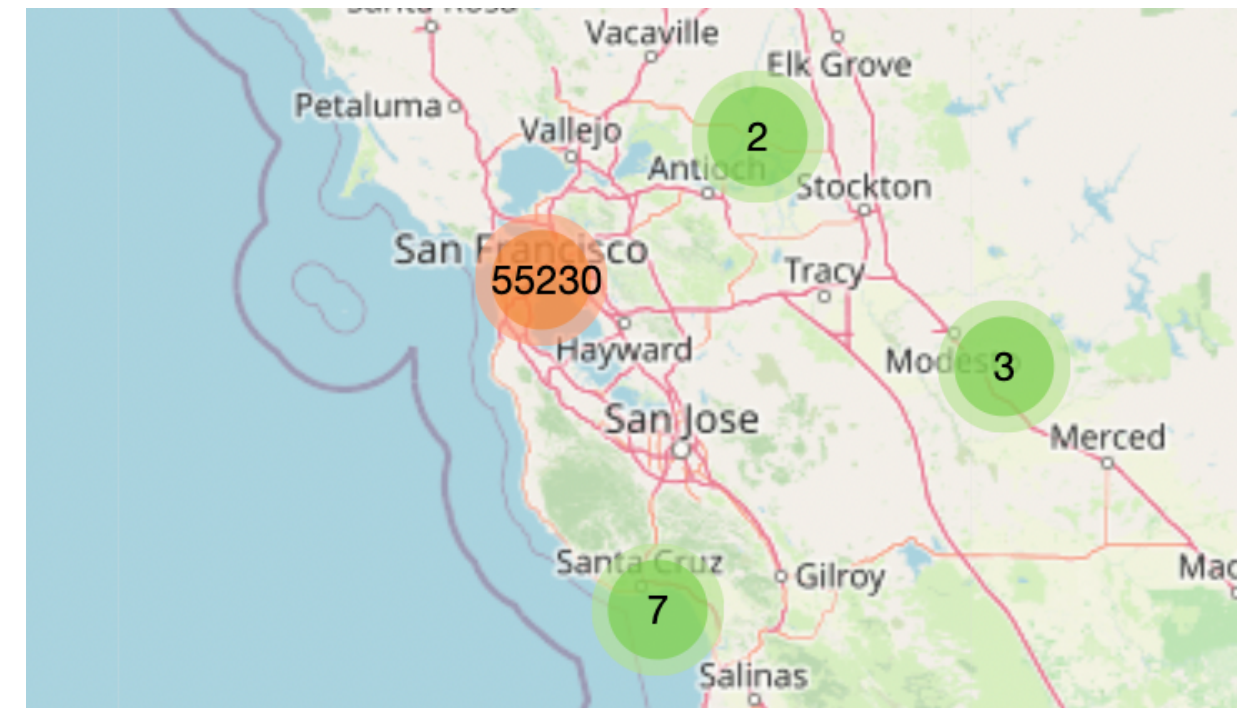


LOCATION OVERVIEW

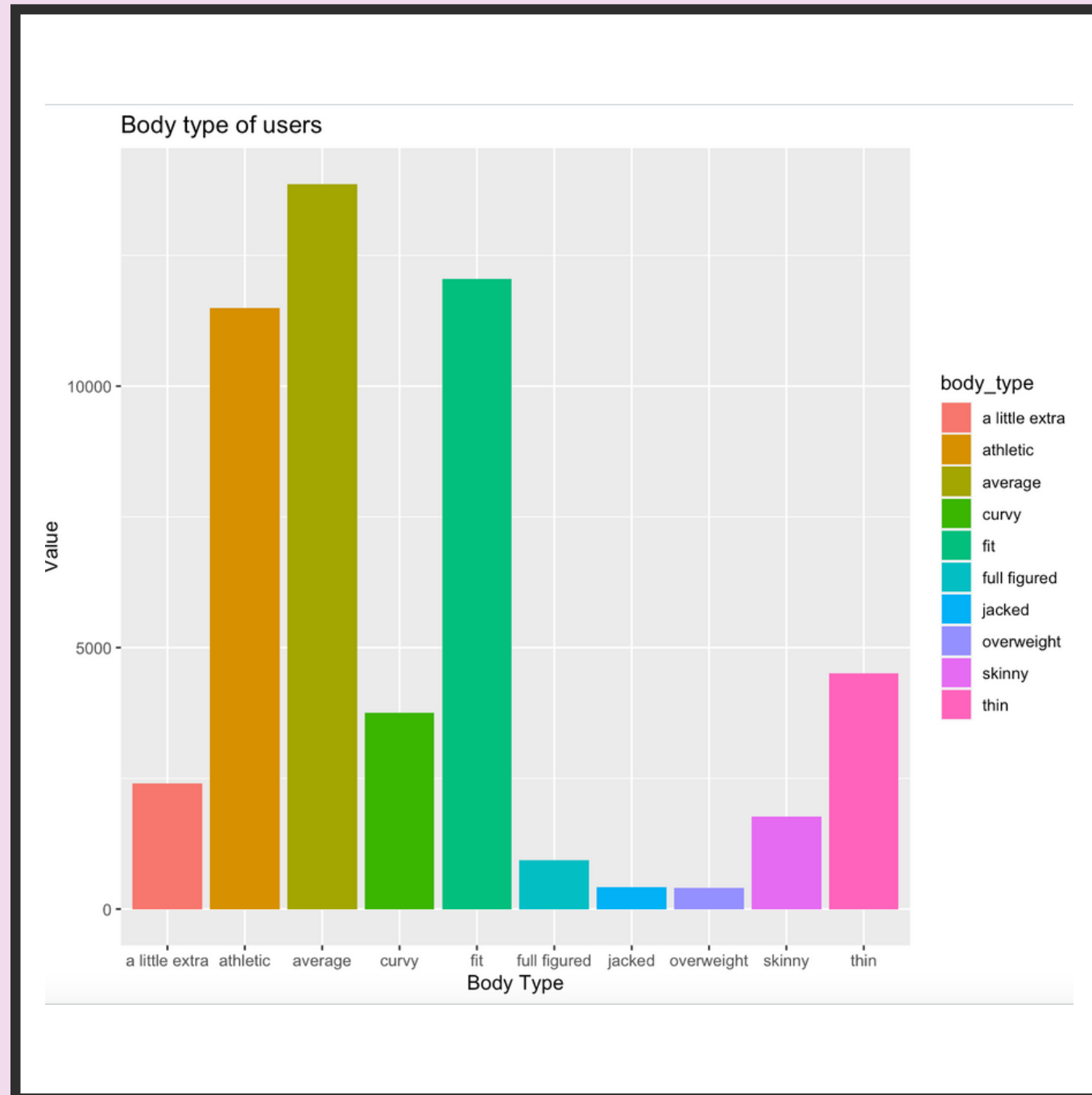


- California region has the highest number of users

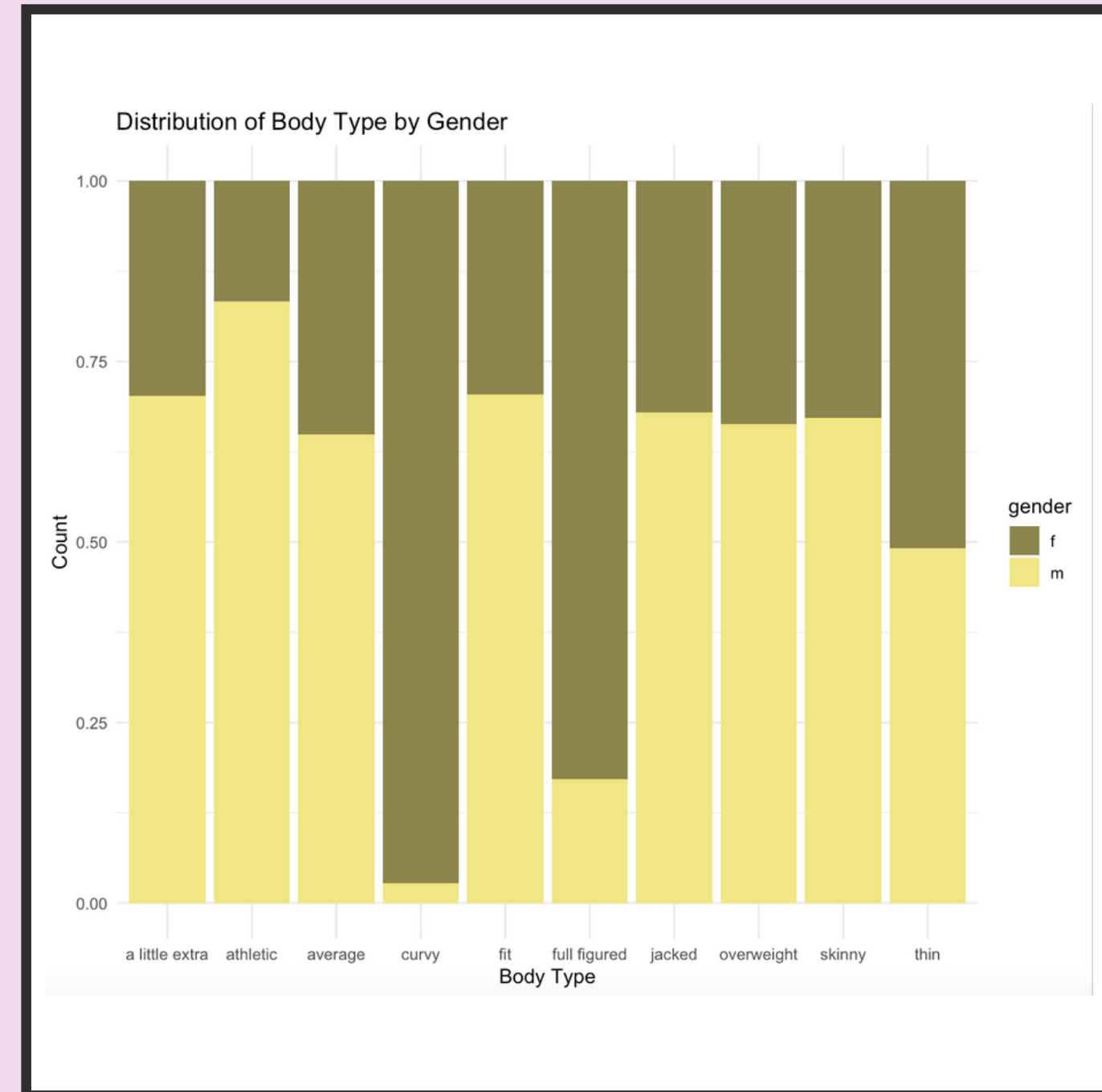
- Majority of the users of OK Cupid are from San Francisco



INSIGHT 1



- Overweight category have one of the least users



- Stigma in society about overweight people being unattractive may hinder potential users



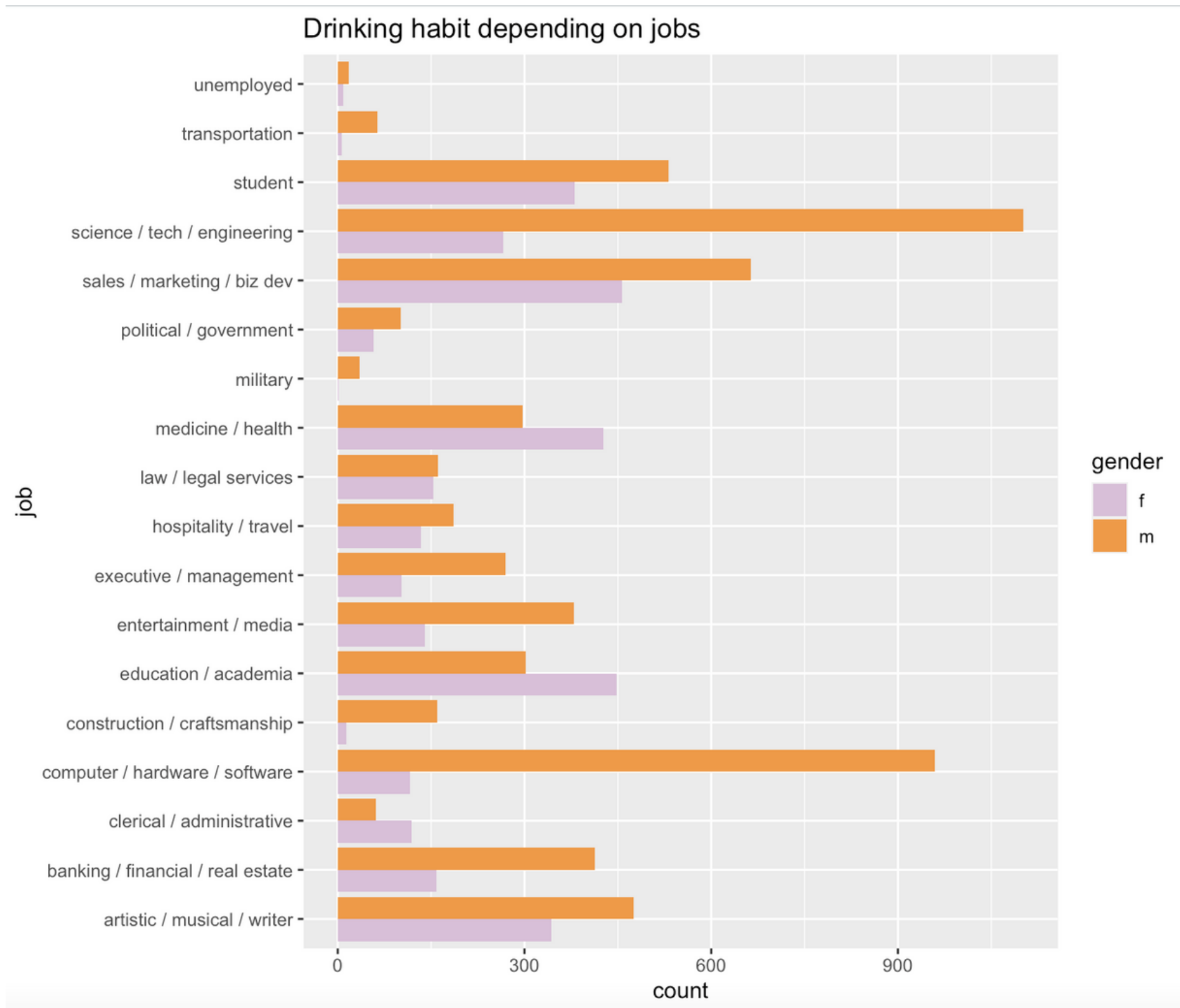
INSIGHT 2



○ Age group 20-25

○ In terms of career, the male users from science, tech & engineering are the highest in terms of drinking socially

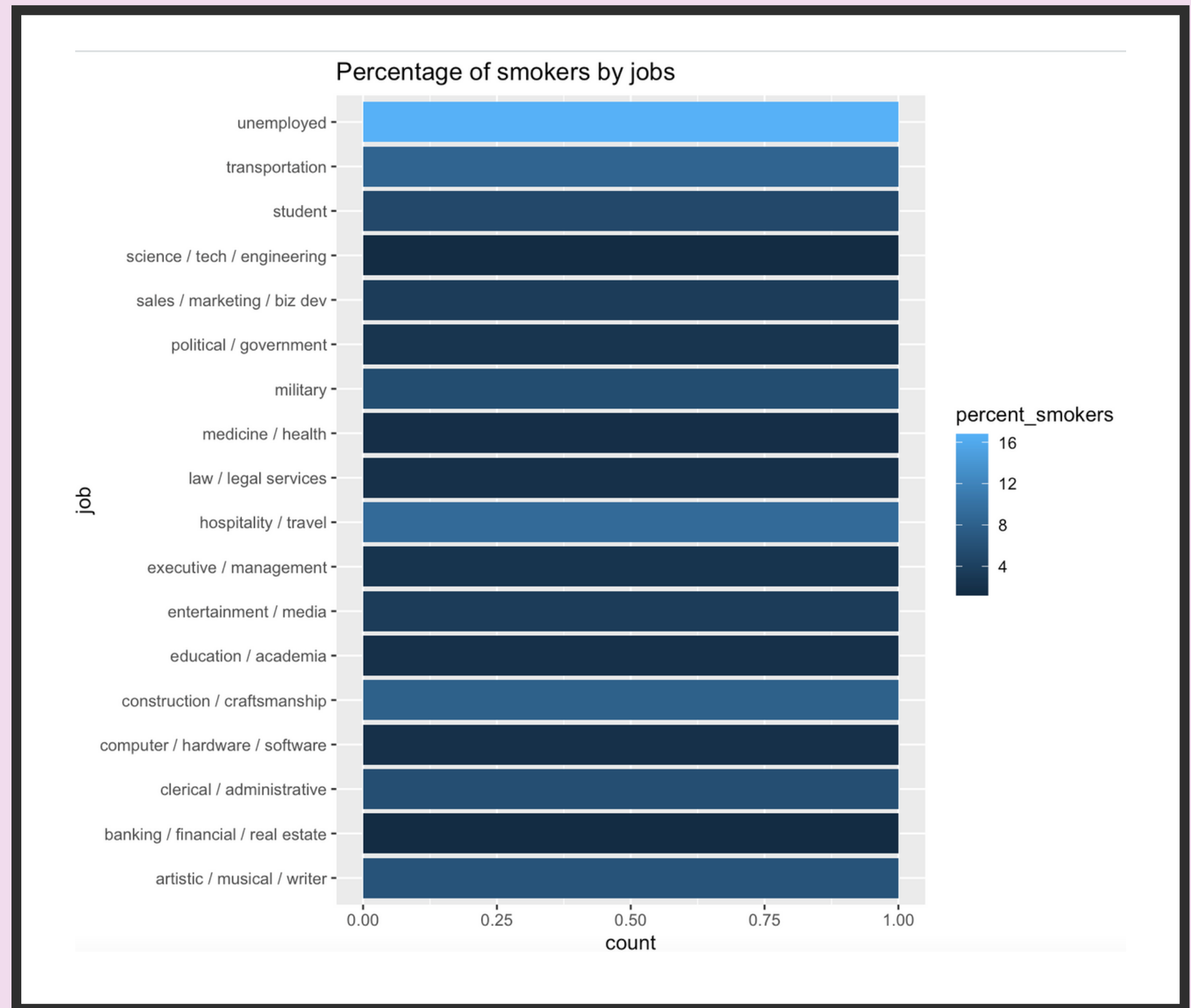
○ Female users from sales, marketing & business development are the highest in terms of drinking socially



INSIGHT 3

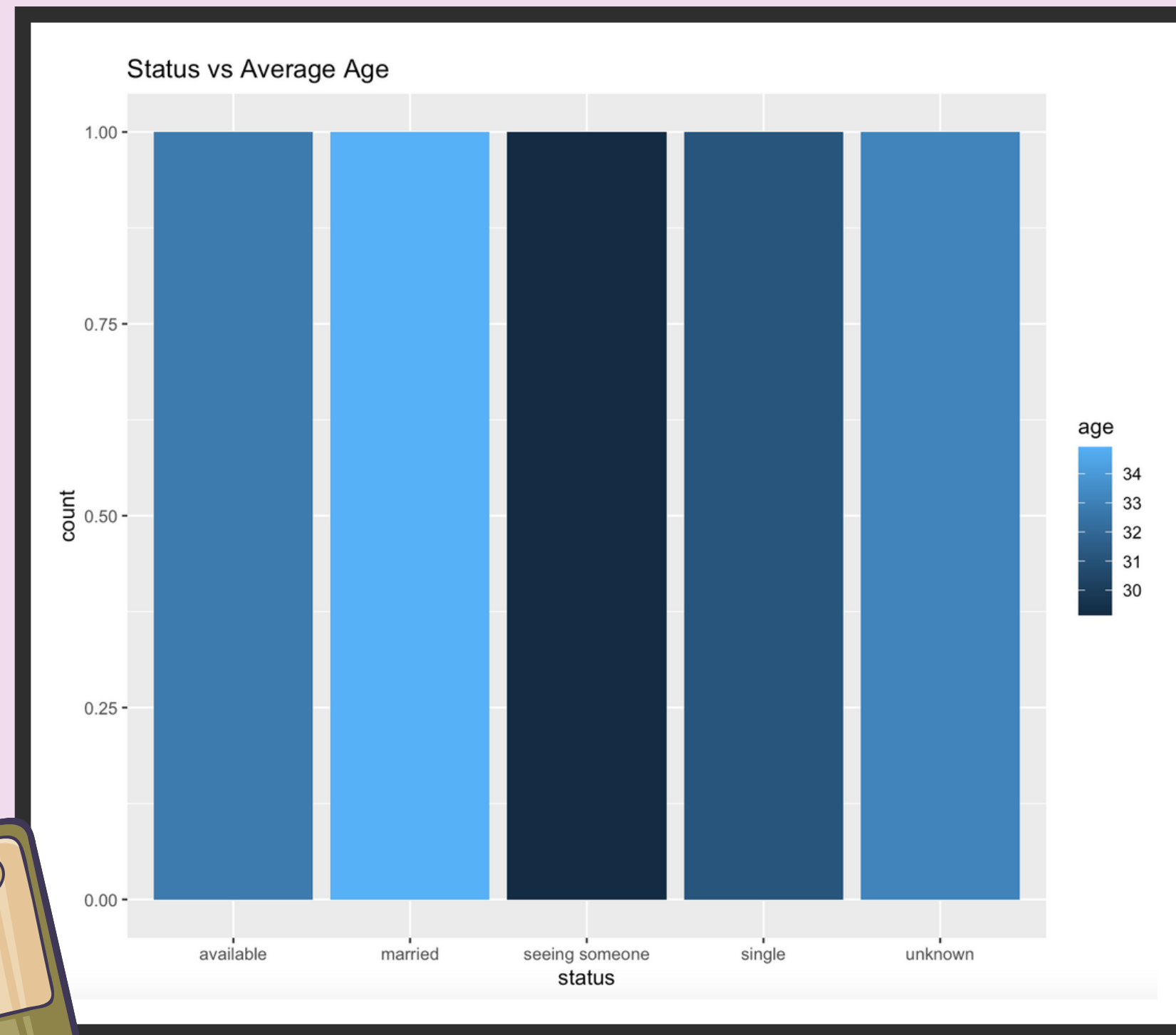
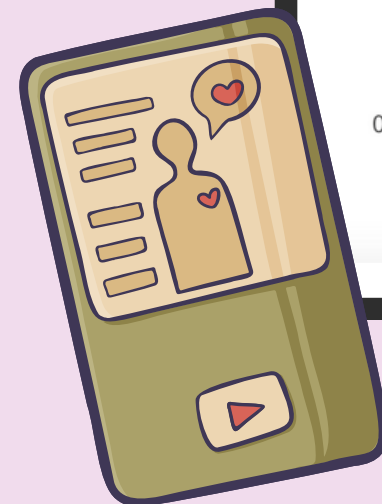


- Both male and female users that are unemployed smoked more



INSIGHT 4

- Status of "seeing someone" is often in the late 20s and early 30s age range
- When you are young, there is a tendency to be on a casual relationship while seeing someone



RECOMMENDATIONS



- Provide inclusive and safe environment on the dating site for users to avoid fat shaming

- Social events and activities to bring like-minded individuals together

- Provide unique features as tool to help individuals who are smokers

- Enhanced features to segregate users that are looking for casual or committed relationship





THANK YOU