

A man and a woman are standing side-by-side against a solid blue background. The man, on the left, is wearing a green V-neck sweater over a pink collared shirt and an orange tie. He has his arms crossed. The woman, on the right, is wearing a yellow V-neck cardigan over a green top and a pink skirt. She also has her arms crossed.

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EXPLORATORY ANALYSIS OF OKCUPID USERS

Understanding User Profiles for Effective Marketing

AGENDA

- ▶ **Project Overview**
- ▶ **Data Source & Ethics**
- ▶ **Data Cleaning & Pre-processing**
- ▶ **Data Analysis Outcomes**
 - > **Age & Orientation**
 - > **Income & Relationship Status**
 - > **Geographical Distribution**
 - > **Orientation & Drinking Habits**
- ▶ **Key Takeaways**
- ▶ **Acknowledgments & References**
- ▶ **Questions & Feedback**

