

# Database Design for A Dating Application

## PROBLEM STATEMENT

There are a few fundamental issues with matchmaking platforms where the rationale cannot be proven to be correct or incorrect. We'd like to address a few issues that could be resolved by making a few adjustments to the way data is collected, stored and used.:

- The presence of an inactive customer database in the dating ecosystem results in a reduction in the total number of matches per day. Hence, resulting in a bad customer experience.
- The database of Dating Apps has few clients with terrible etiquettes, which is resulting in a bad customer experience. As a result, these customer profiles need to be analyzed based on reported actions and deleted from the platform.
- Unverified users and many accounts for a single user exist on matchmaking sites, which needs to be governed.

## PROJECT DESCRIPTION

Today, when everything is digitized, this includes our love and dating life. Finding your partner online now is more convenient than going to a club, Park, or some social place. Therefore, for online dating, you must first access the dating application, which includes registration, and then start the first step of your virtual dating journey. That is, view other users' profiles and swipe right or left as needed to connect with them.

To design a database for an online Dating Application that supports the following features:

1. Users must be able to login/register and user details such as Name, Email, Password, Location, Pictures, Social Media Links, Age, Gender, Gender Interested In, Type of Relationship Interested in, etc are stored.
2. Users' interaction/conversation must be stored so that they can interact when other users like them.
3. Users should be able to rate and block other users based on how they engage with them.
4. User accounts become inactive if not used/logged in for more than 30 calendar days

## REPORTS

- Freemium to paid conversion Report
- Top 5 highest graded profiles by area.
- Customer retention behavior report.
- Top 10 most blocked profiles by area.
- Create customer reports based on demographic and gender data