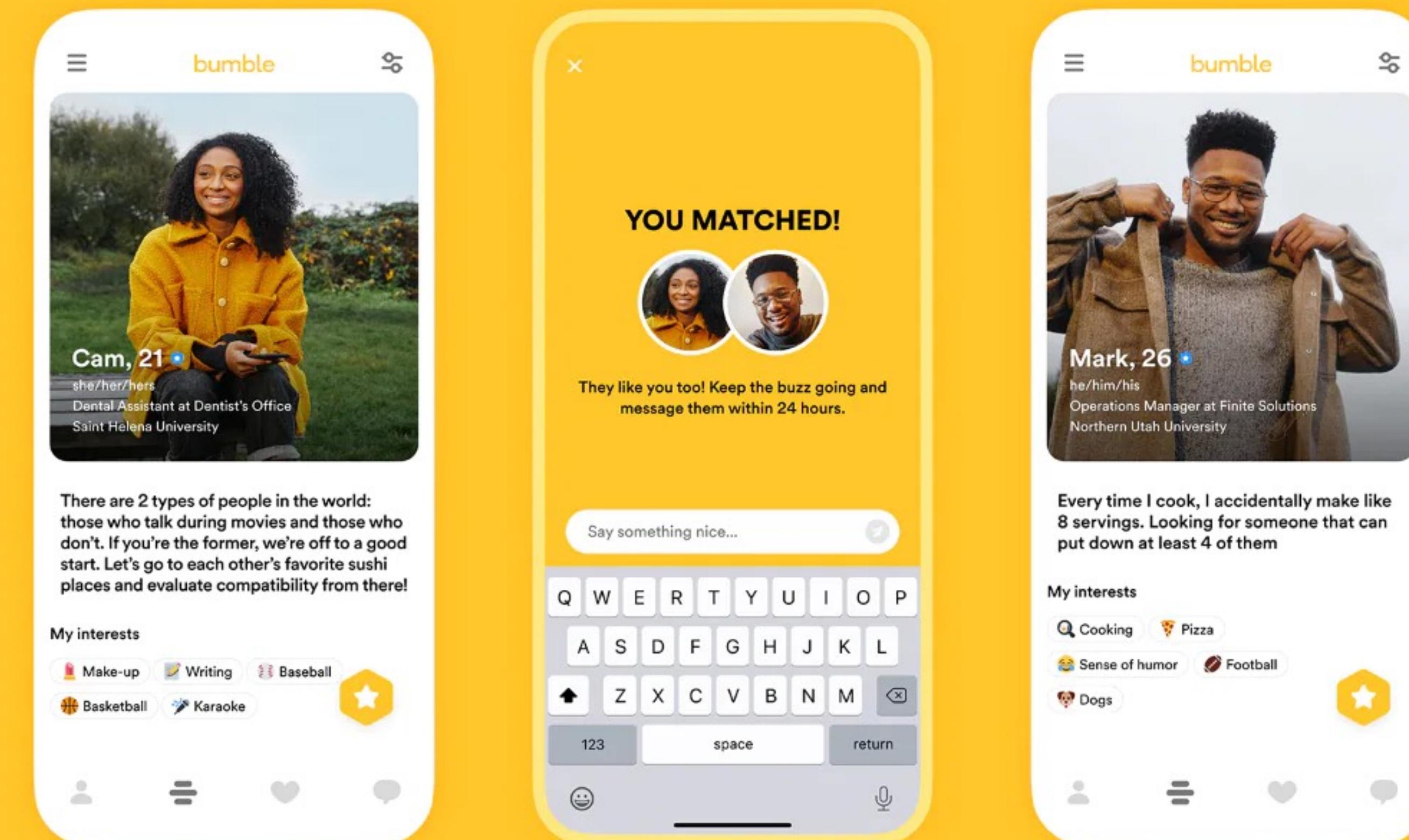


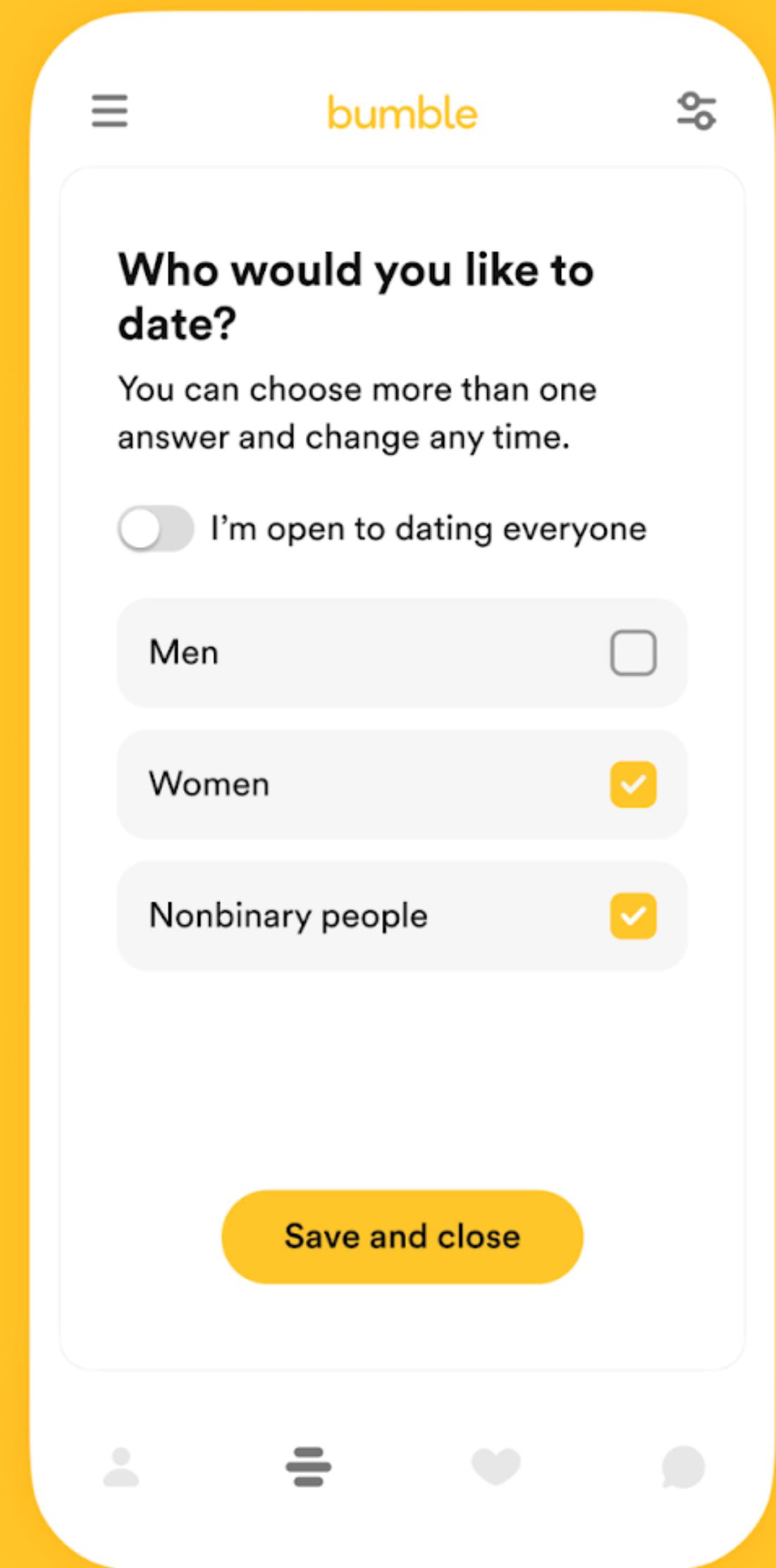
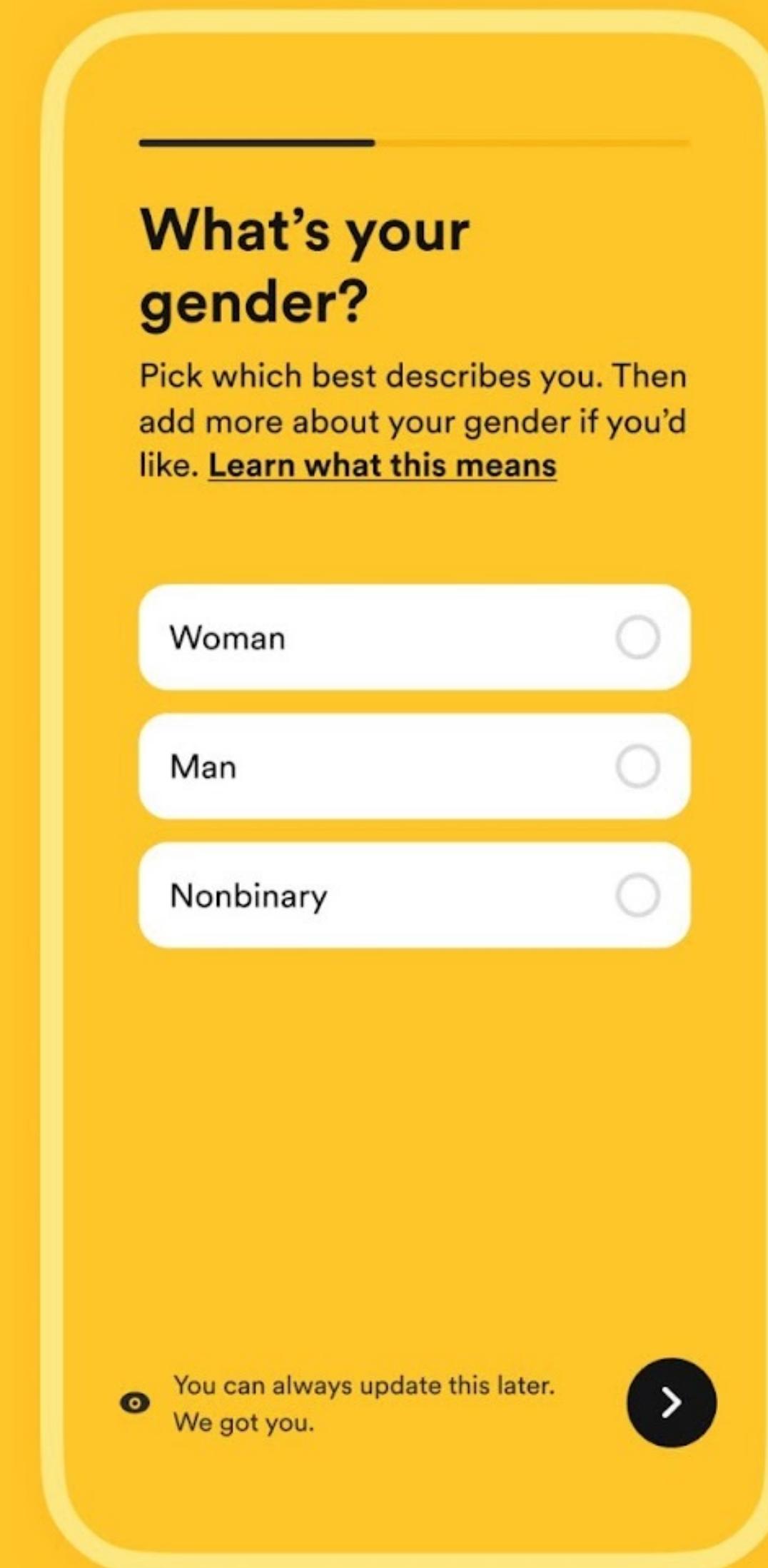
bumble

 Partner Acquisition Analysis

WHAT IS BUMBLE?



HOW IS IT STRUCTURED?





About Me

My Work & Education

Your job

+ Add a job

Your education

+ Add an institution

Your gender

Woman

Man

More options... >

My places

Add where I live +

Add where I'm from +

My Basics

- Height +
- Exercise +
- Education level +
- Drinking +
- Smoking +
- Looking for +
- Kids +
- Star sign +
- Politics +
- Religion +

insights



"Have you heard of crypto?"

**Generate revenue through
client acquisition**

THE PROCESS

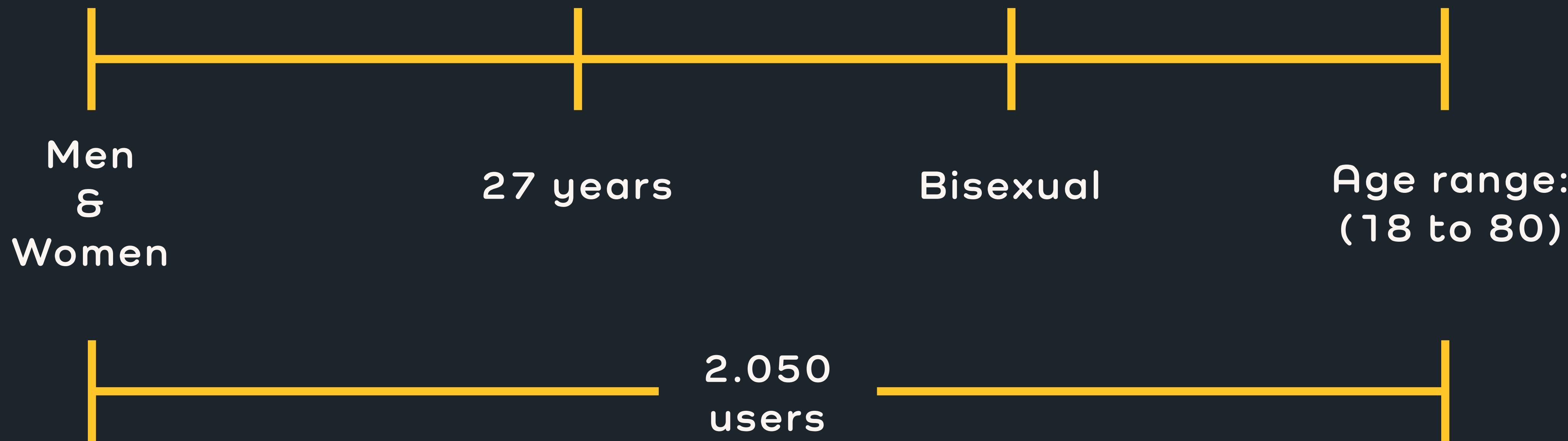
01. The profiles

03. Cleaning

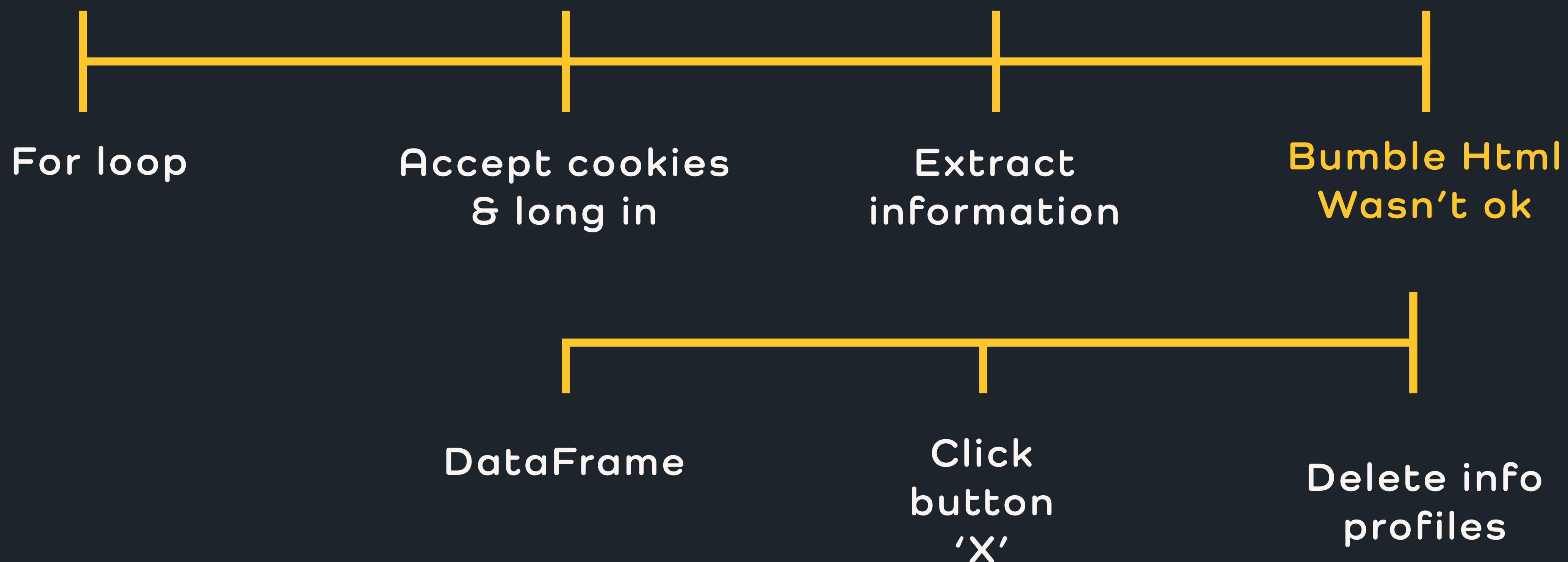
02. Web scrapping

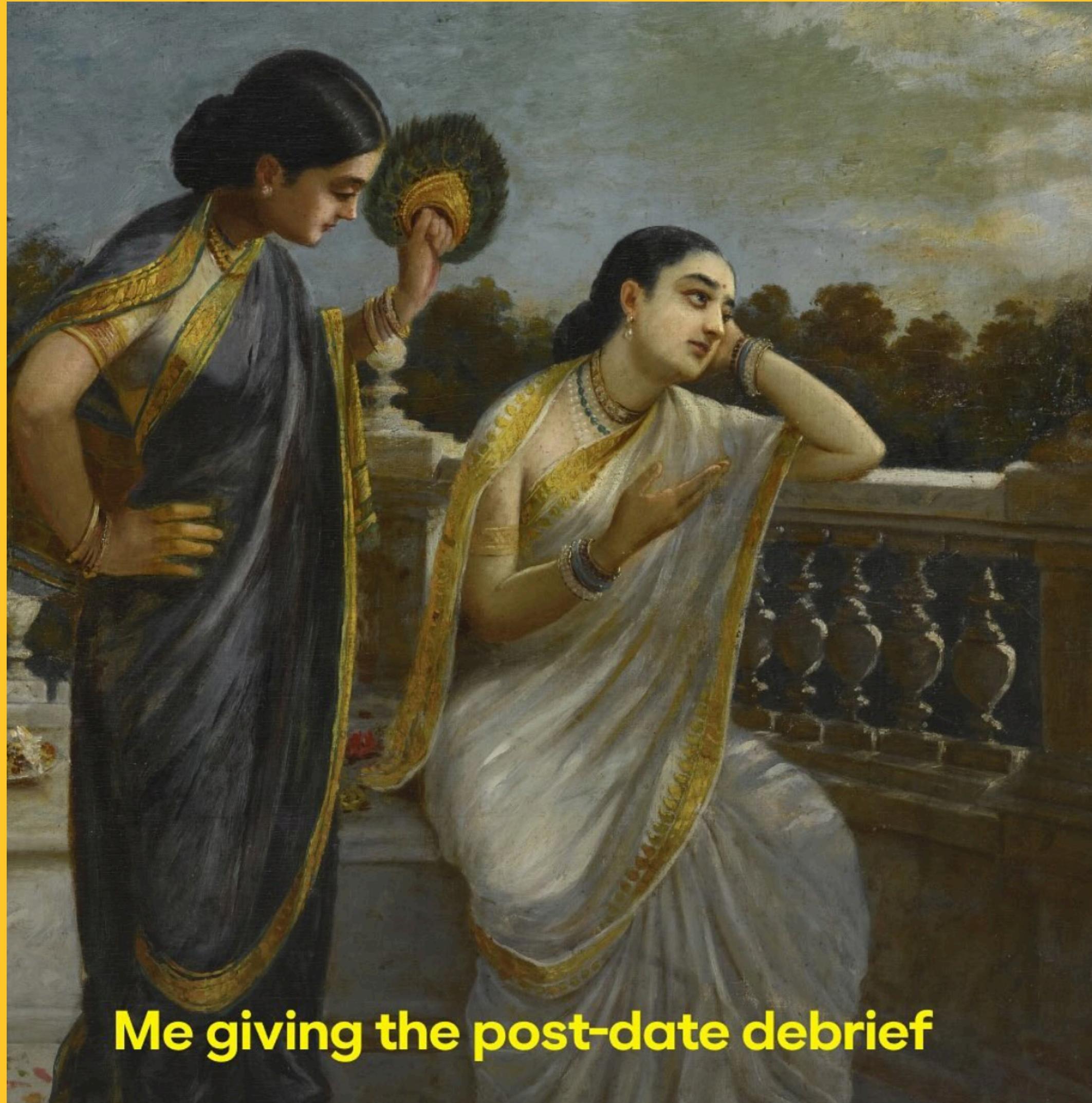
04. Visualization

profiles



function

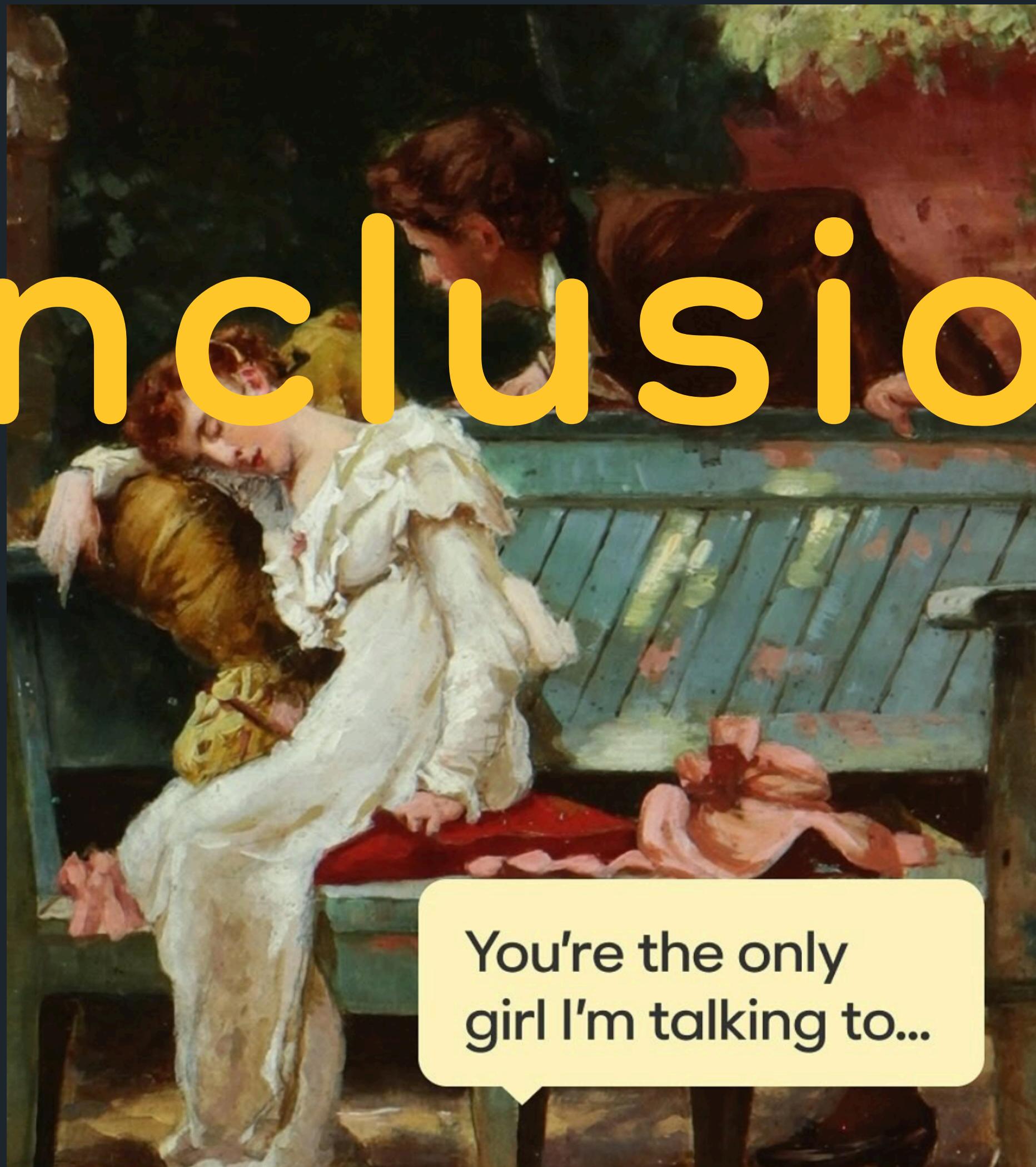




Me giving the post-date debrief

findings

conclusions





**Identifying
Potential Partners
Aligned with User
Interests
(Food, music,
travel, sports,
cinema, etc.).**



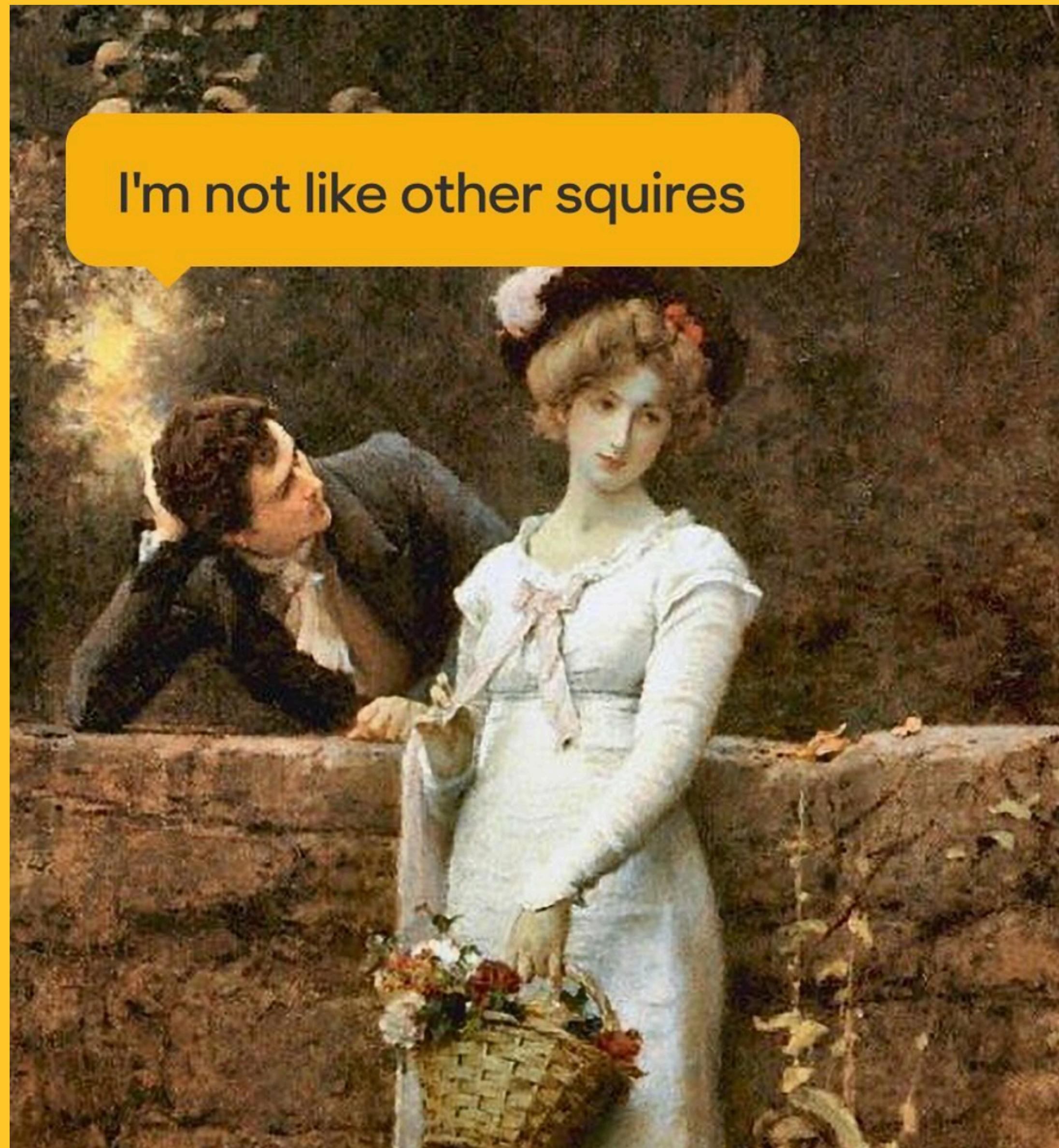
**Partner Selection
Based on User
Demographics
and Ideologies.**



**Non-Invasive
Promotion for
Female Users.**



**Mutually
Beneficial
Partnerships.**



database

my sql

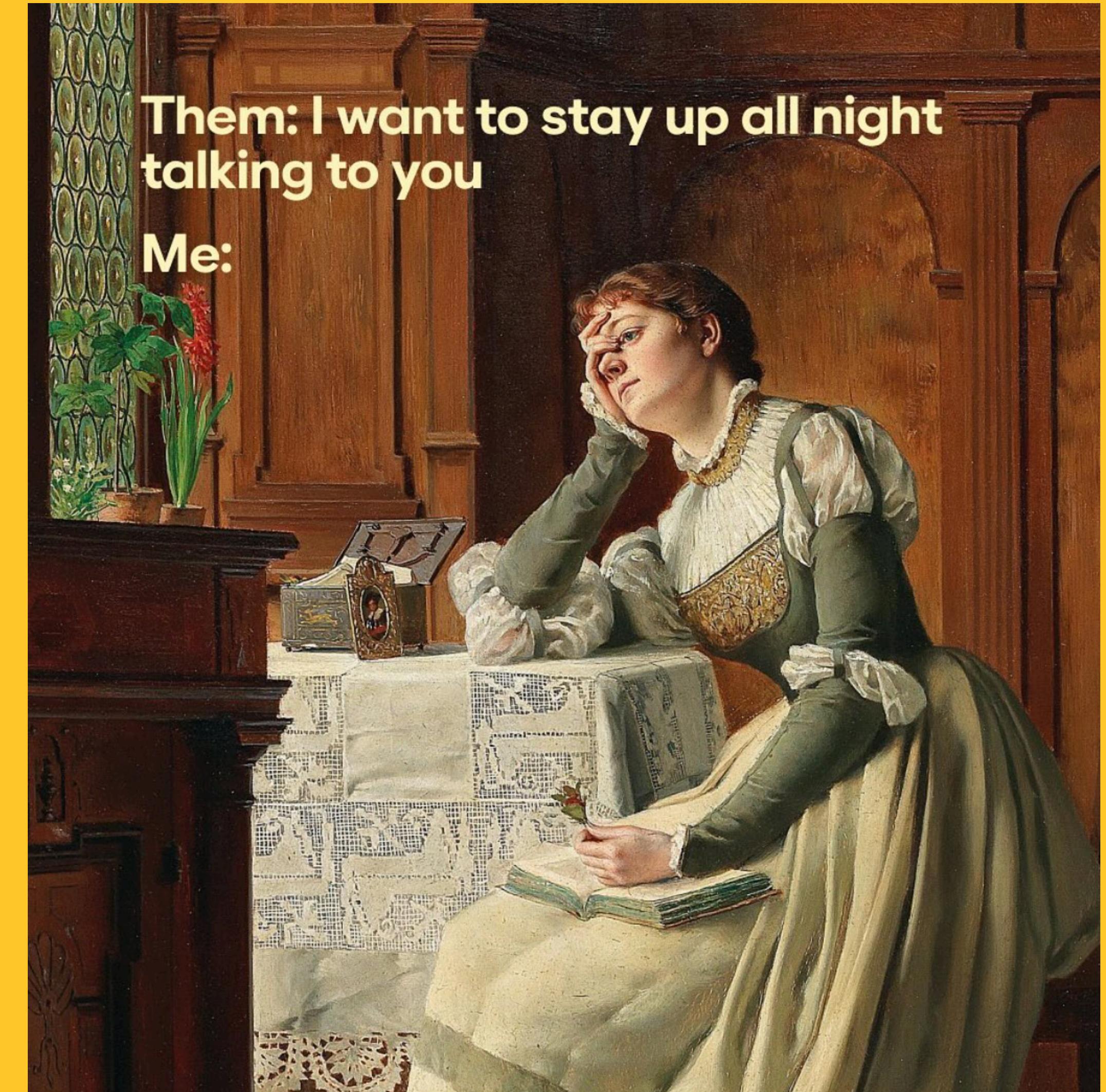
Generate a database and create views to be updated as more data is entered.

Generate basic operations to get an overview of the data.

find your match

Them: I want to stay up all night
talking to you

Me:



streamlit



Find your match

	name	age	location	about_me
0	Guillem	41	Barcelona	philosophy film studies electronic classical interested music genres amateur
1	Leonardo	28	Barcelona	company explore world
2	Kema	24	Granollers	speak spanish english
3	Mat	46	Barcelona	hi everyone say italian live barcelona work model like naturalness long walk:
4	Xavier S-T	24	Barcelona	catala che enamorat fer birres sopar els amics mes boomer magradaria

Choose how the person identifies

nan: person who does not identify with any category.

Choose a Gender

nan

Choose Demographics

Select Location

Barcelona

Select Range Age

18 41 74

Select Job

film industry

Select Education

Graduate degree

Choose Family Plans

Select Intention

Something casual

Select Children preference

Not sure yet

Choose lifestyle

Select Exercise preferences

Sometimes

Select Drinking preferences

Socially

Select Smoking preferences

Socially

Choose Idiologias

Select Political Idiology

Left

Select Religion

Atheist

Select Zodiac Sign

nan

Is there a match for you?

Filter Data

Filtered DataFrame:

	name	age	location	about_me
0	Guillem	41	Barcelona	philosophy film studies electronic classical interested music genres amateur pr

**MAKE MOVES
THAT MATTER**

Thank u! - Roraima Chávez