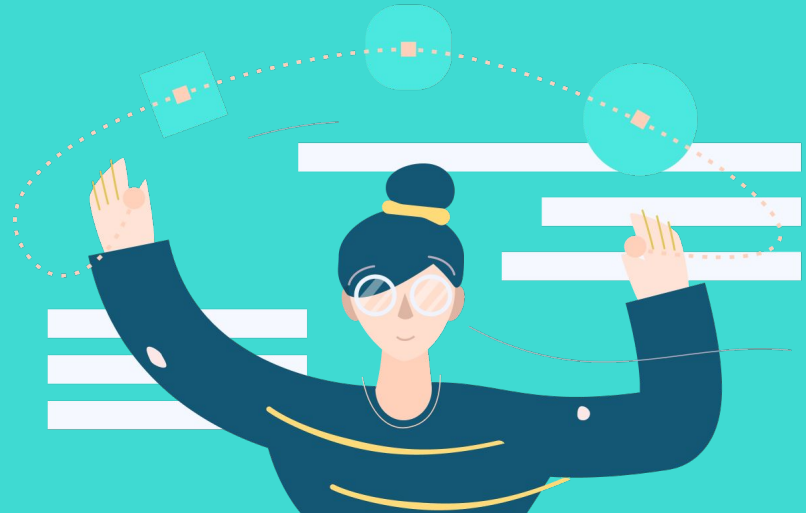




# Speed Dating Project

Sarah Sahli





## Problem statement

- Tinder's marketing team experiences a decline in the number of matches
- Trying to understand factors that influences matches





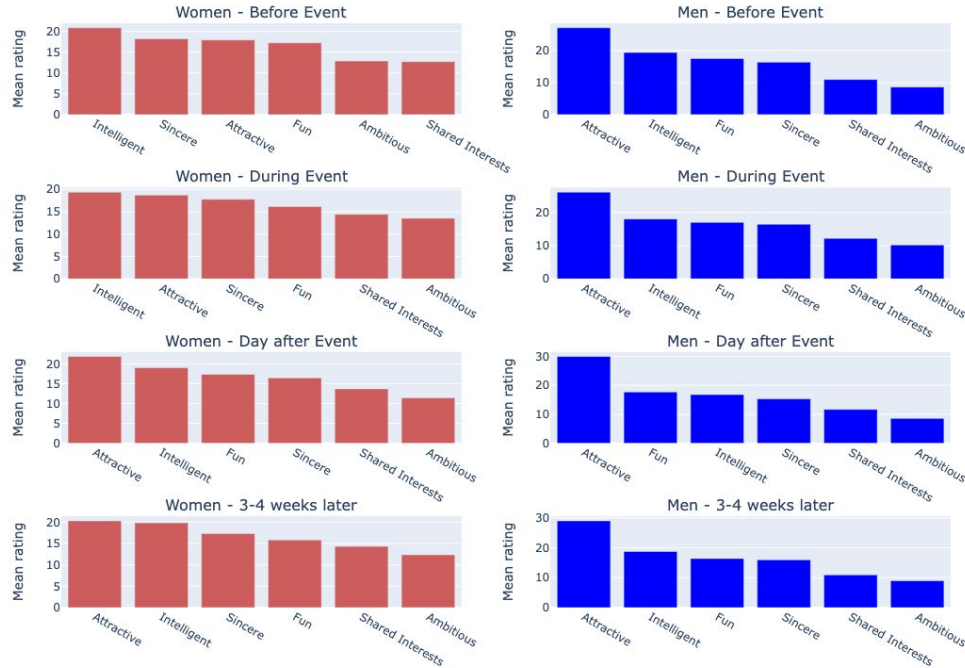
## Dataset & Methodology

- Compiled by Columbia School
- Experimental speed dating events 2002-2004 / csv file (8378 rows, 195 columns)
- Questions used as basis for exploration:
  1. *What are the least desirable attributes in a male partner? Does this differ for female partners?*
  2. *How important do people think attractiveness is in potential mate selection vs. its real impact?*
  3. *Are shared interests more important than a shared racial background?*
  4. *Can people accurately predict their own perceived value in the dating market?*
  5. *In terms of getting a second date, is it better to be someone's first speed date of the night or their last?*



# 1. Importance of attributes

Ranking of Attributes for Women vs Men



For both Men & Women:

- Attractiveness appears as n1 attribute (after speed dating event for women)
- Then comes Intelligence, Fun and Sincerity
- Shared Interests and Ambition are the least desirable traits

For men:

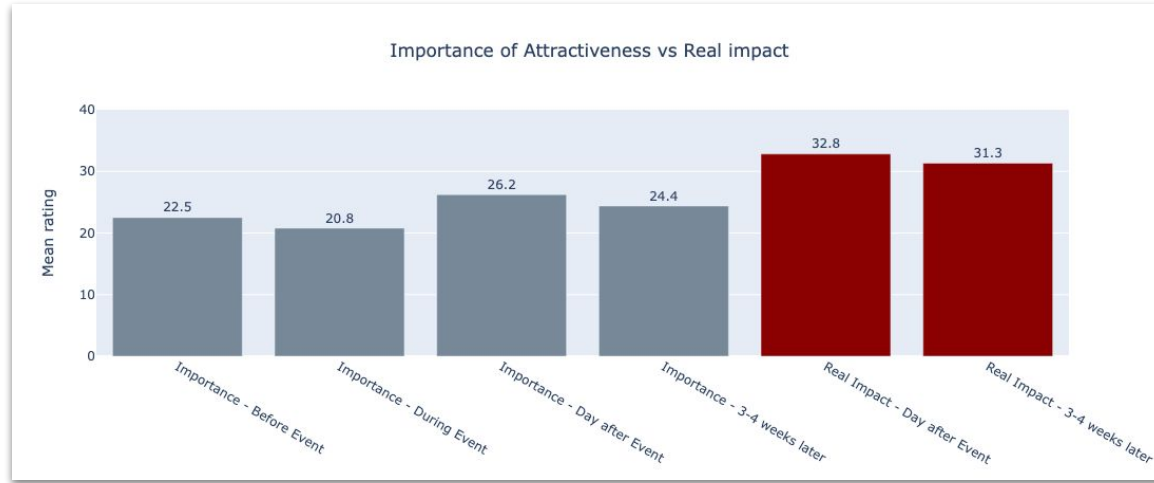
- Clear preference for Attractiveness over other attributes (9.6pts higher on average than attribute n2)

For women:

- More balanced preference across all attributes



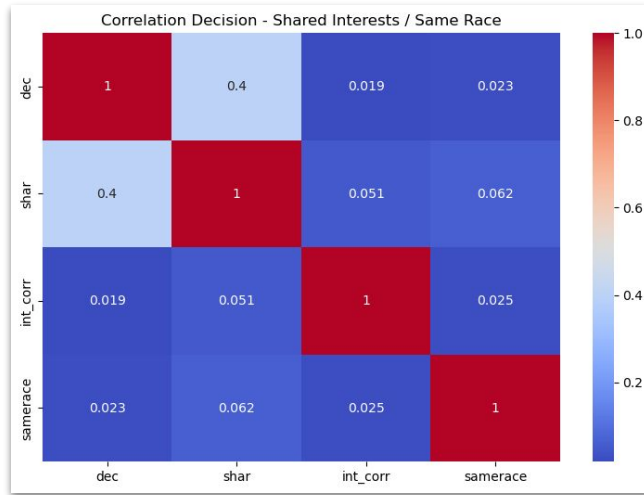
## 2. Attractiveness: Importance vs Real Impact



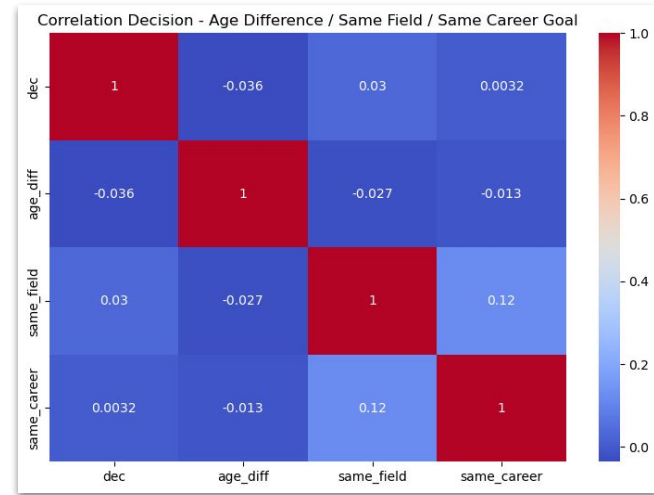
- Attractiveness has more impact on partner selection during speed dating event than importance given to this attribute
- Maybe due to the difficulty of evaluating the other attributes (Intelligence, Sincerity..) in a 4-min speed date / similar difficulty on a dating app



### 3. Other factors: interests, race, age, field, career



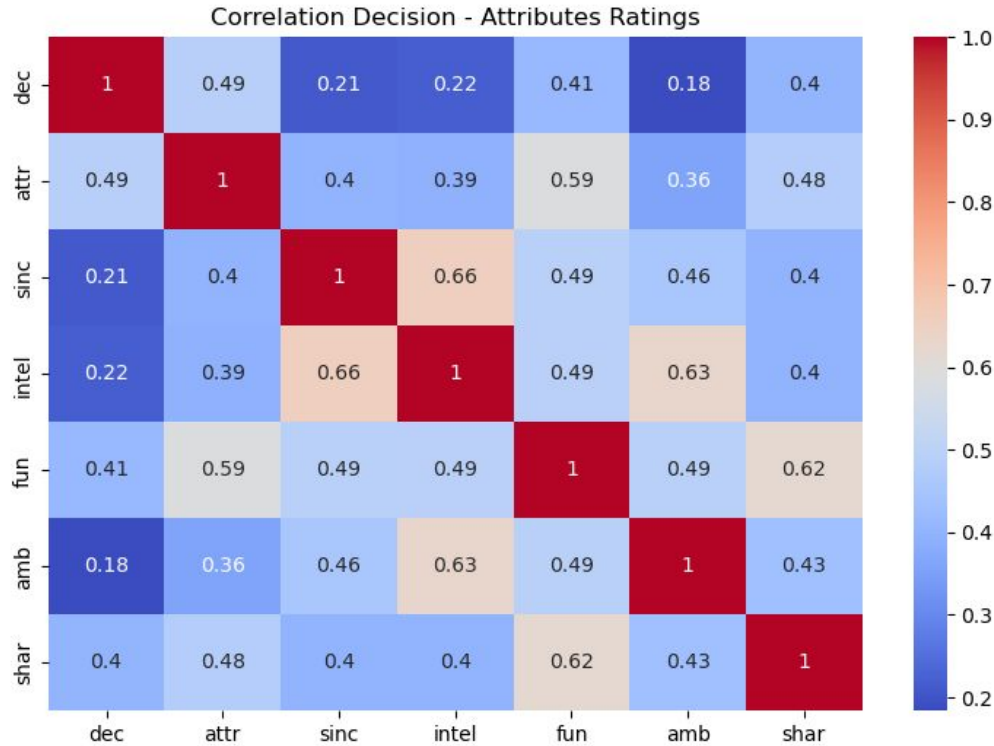
- Positive correlation between participant's decision and rating given to partner for "shared interests"
- No correlation between decision and same race



- No correlation between participant's decision and age difference, same field and same career goal



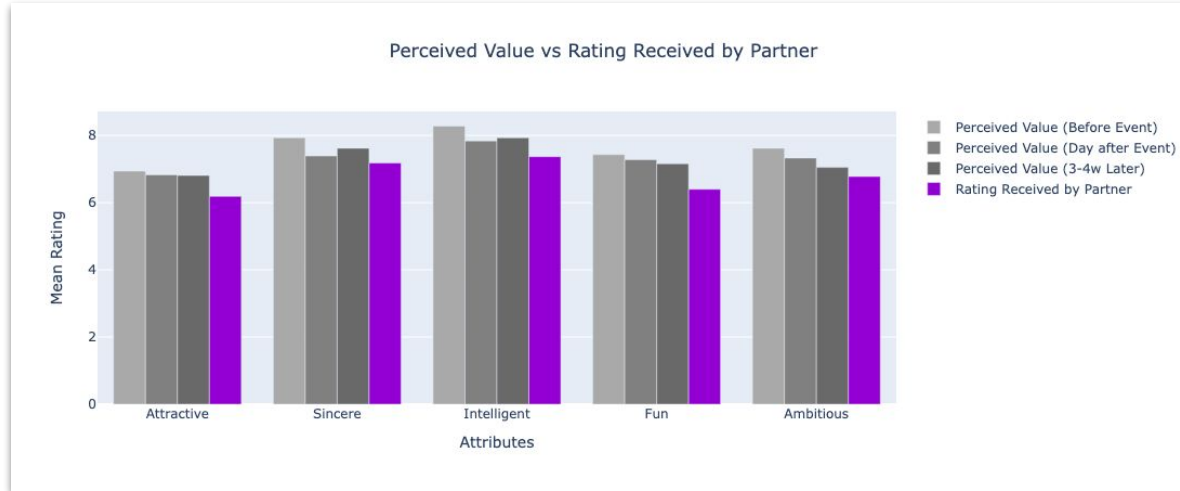
### 3. Decision vs Attributes Ratings



- As seen before, attractiveness and shared interests play an important role in the decision
- Also, the fun attribute seems important for the participants for their decision (coeff 0.41)



## 4. Perceived Value vs Rating by Partner



- On average, rating received by partner is lower than own perceived values at all survey times
- Hence, participants tend to over-evaluate their value in the dating market





## 5. Decision for first vs last date

Percentage of Positive Decisions for First Date vs Last Date



- Percentage of positive decisions is higher for first date vs last date by 5.4pts
- Participants are more likely to say “yes” to their first date than their last one
- Maybe due to loss of focus at the end of the event



# Recommendations for the dating app

## Highlight attractiveness

- Encourage users to upload several pictures of themselves (min. required)
- Enable filters to increase attractiveness

## Broaden the audience

- Increase audience of profiles shows to users despite different age, race, field of study or job

## Leverage shared interests

- Encourage users to input their interests and show them profiles with shared interests

## Promote fun

- Promote the fun traits of users with fun-related prompts
- Allow uploads of video or voice message where users could show their fun personalities

## Display profiles in order of relevance

- Users seem more likely to swipe right for the first profile they see when they open the app than the last one



# Thanks!

