

The OkCupid logo is centered in the upper half of the image. It features the word "ok" in yellow and "cupid" in light blue, both in a rounded, bubbly font with a thick dark blue outline. The logo is positioned over a background split vertically by a thin black line, with yellow on the left and light blue on the right.

# okcupid

A Data Science Analysis



About you

Add some great photos



Source:  
<http://www.cowresearch.org/>

## Why the research?

Online dating usage has tripled since 2013 amongst young adults



5% of Americans in committed relationships/marriages say they met their significant other online

15% of U.S. adults report they have used online dating sites or mobile apps

1 in 5 online daters ask for help making their profile

Help your users find their match!

# OkCupid Data

Data obtained in  
**June 2012**

**59,946** active profiles

within a 25-mile radius of



**SAN FRANCISCO**



## Modal Male

26 years old

5'10"

White

Straight

Athletic body type

College degree

Job: Computer Science

Not religious

Eats anything

Drinks socially

Does not smoke or do drugs

Likes dogs

## Modal Female

25 years old

5'4"

White

Straight

Average body type

College degree

Job: Medical/Health

Not religious

Eats anything

Drinks socially

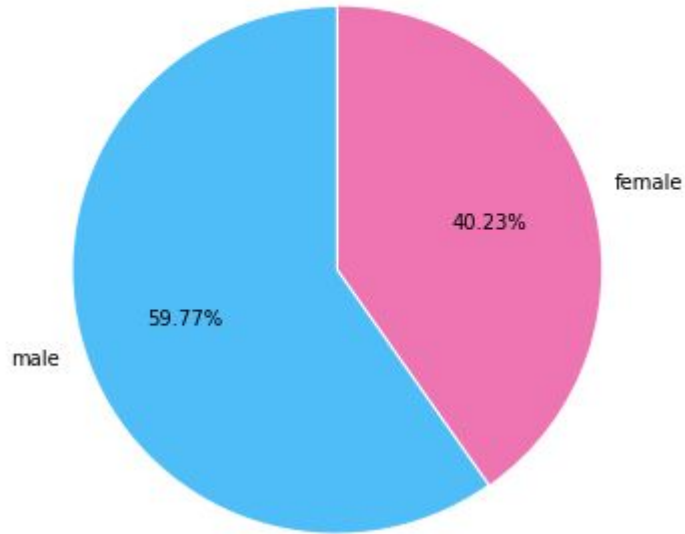
Does not smoke or do drugs

Likes dogs and cats

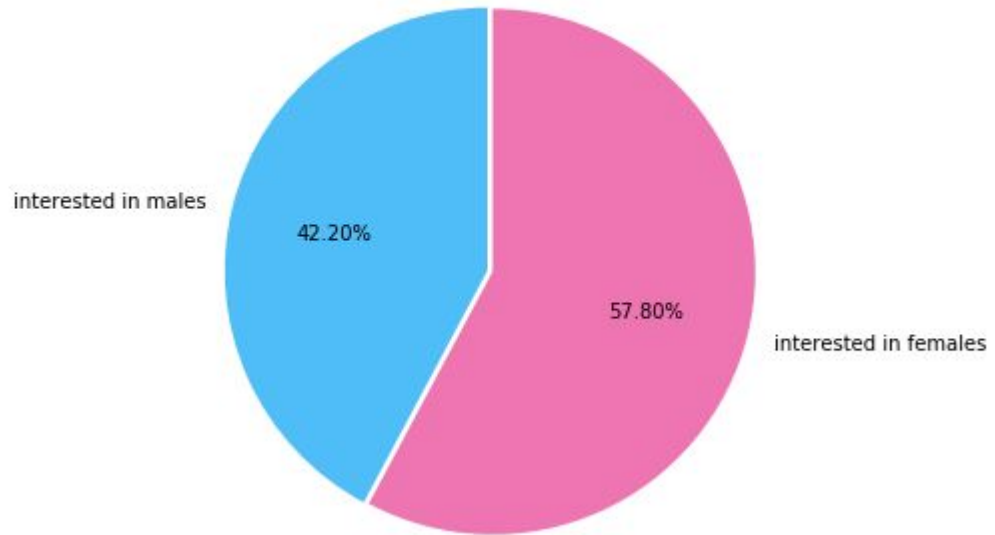


# Looking at Gender

Breakdown of User Sex



Breakdown of User Interest

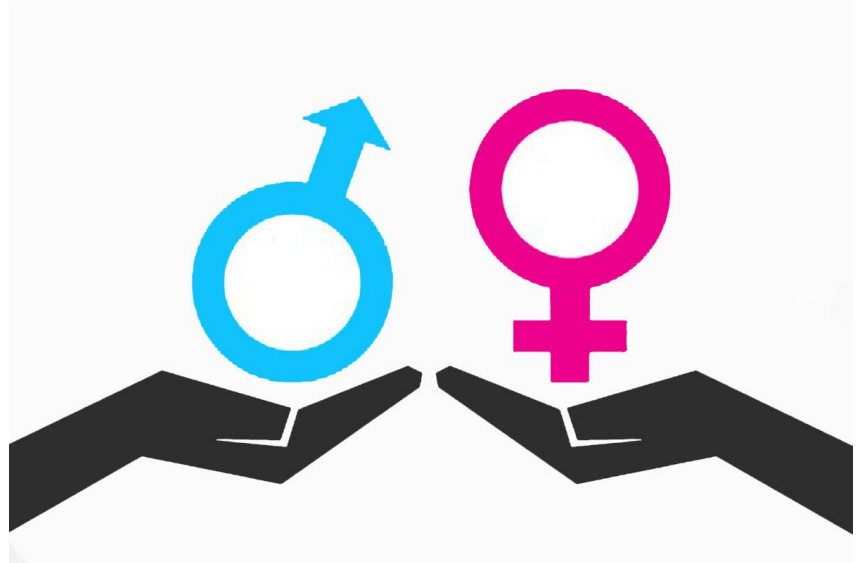


# Confidence?

Can predict user's gender with 88.3% accuracy

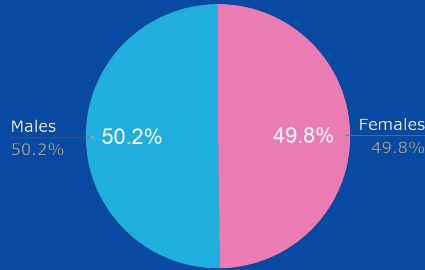
Biggest factors:

- Height
- Body Type
- Job



# Recommendations

San Francisco Gender Breakdown



**r/SpaceCamp** 

“ I assume this means they haven't really had much education.

“ It's mildly funny on the first guy's profile. It is not at all funny ever after.

“ Save the jokes for your profile text.

- Market to females
- Narrow down answer options
- Education: Space Camp?

# Future Research



- Research Ethnicity
- Essay answers
- ↑ Profile Visits
- ↑ Matches
- *"...and it's important"*



# Questions?

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