

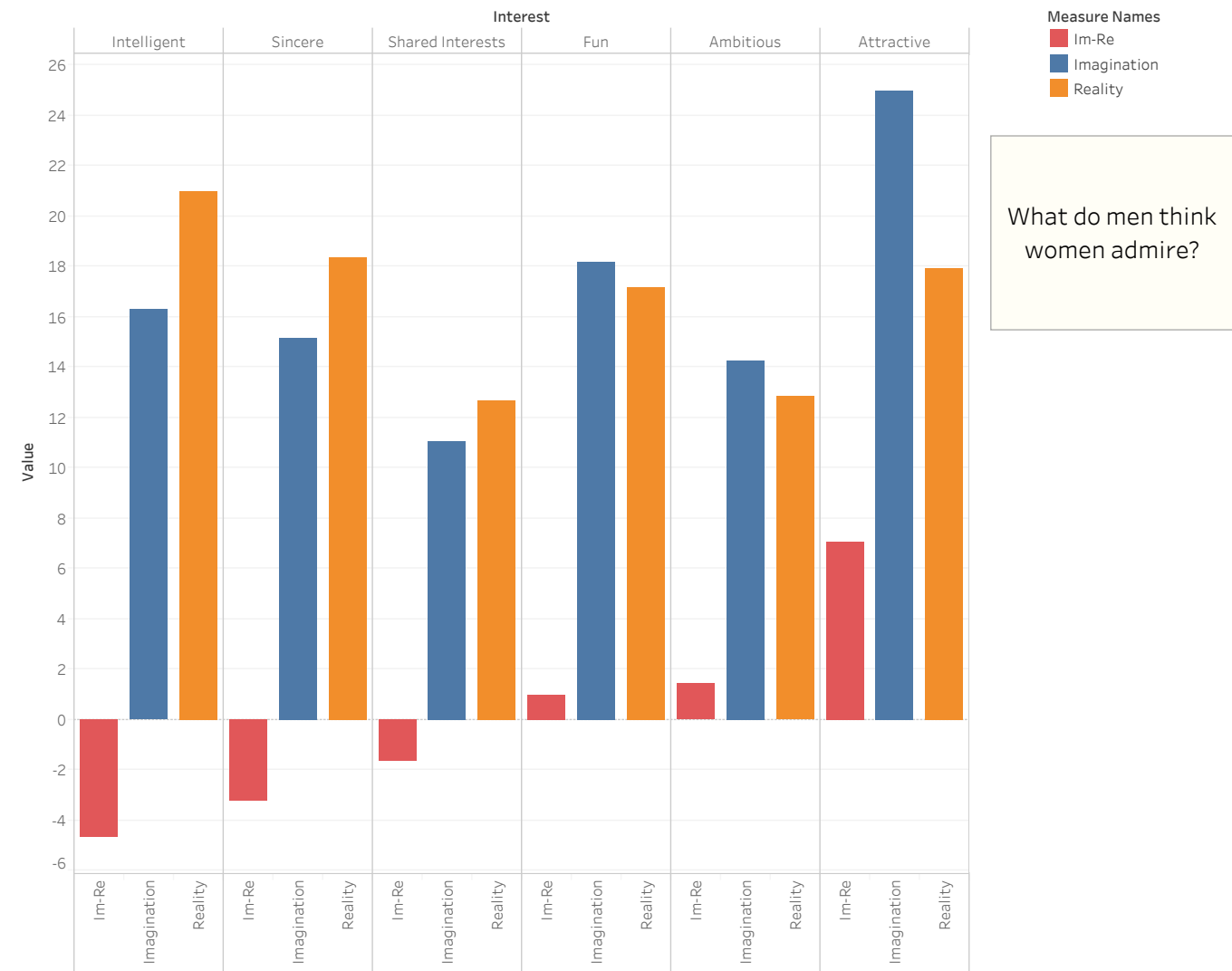
2016 DS 707 Data Analytics  
Deliverable: Descriptive Analytics  
*Project: Dating Analytics*

Anirudh Ravi (IMT2013005)  
Nigel Fernandez (IMT2013027)  
Revanuru Karthik (IMT2013033)  
Rishabh Manoj (IMT2013035)

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# The Date Game

Expectation of Men	Expectation of Women	Self Worth	Confident or Arrogant?	Shy or Modest?	Shared Interests	Racial Preference
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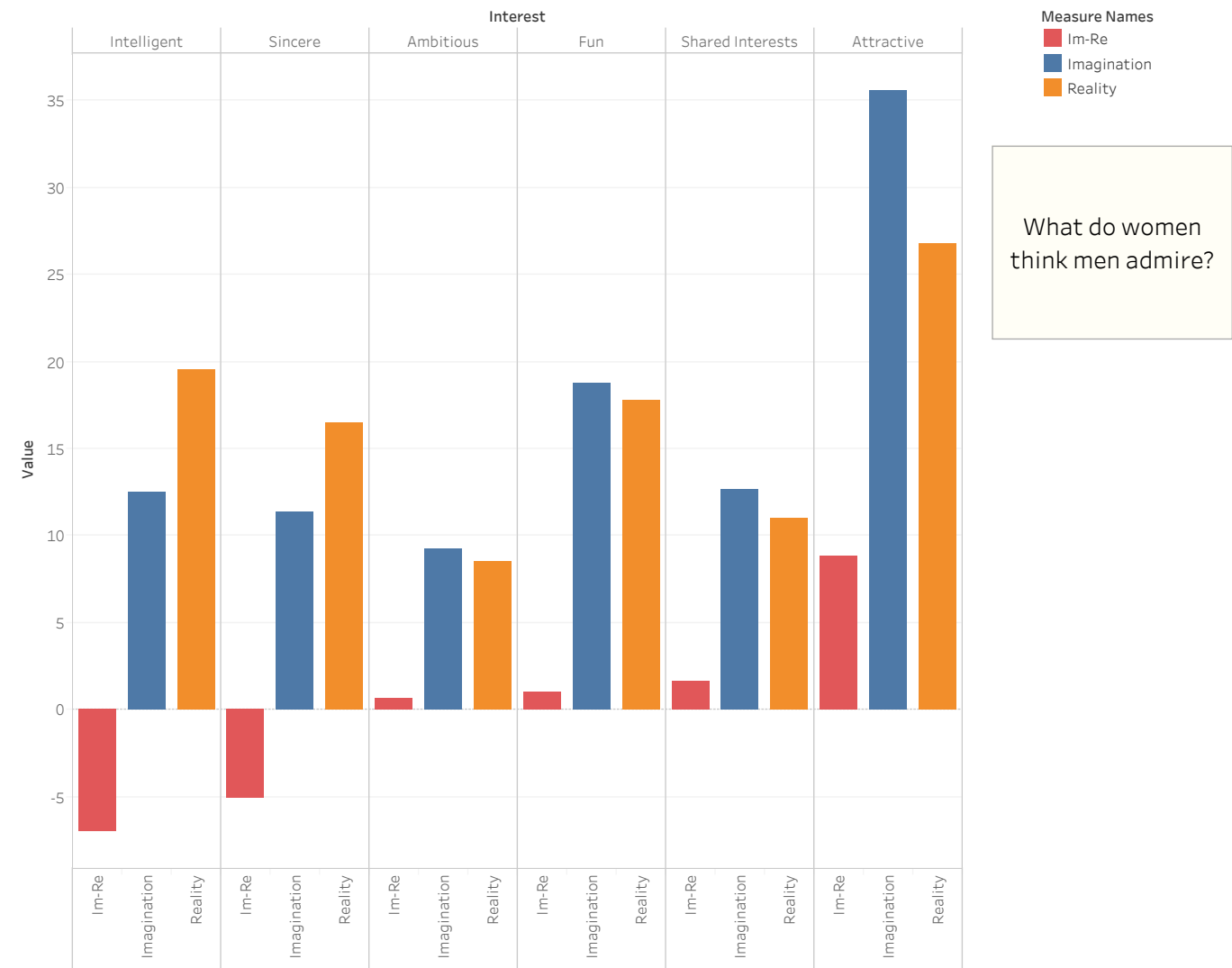


**Explanation:** This side by side bar graph depicts the expectation and reality of what women looks for in men among six attributes (on average). The expectation or imagination is calculated on the opinion of what men think women look for while reality is calculated on the actual opinion of women. The attributes are sorted in increasing order of the difference between imagination and reality.

**Insight:** Men overrate attractiveness and ambitiousness and underrate intelligence and sincerity from reality. The difference between imagination and reality is bounded by 7 points.

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Expectation of Men	Expectation of Women	Self Worth	Confident or Arrogant?	Shy or Modest?	Shared Interests	Racial Preference
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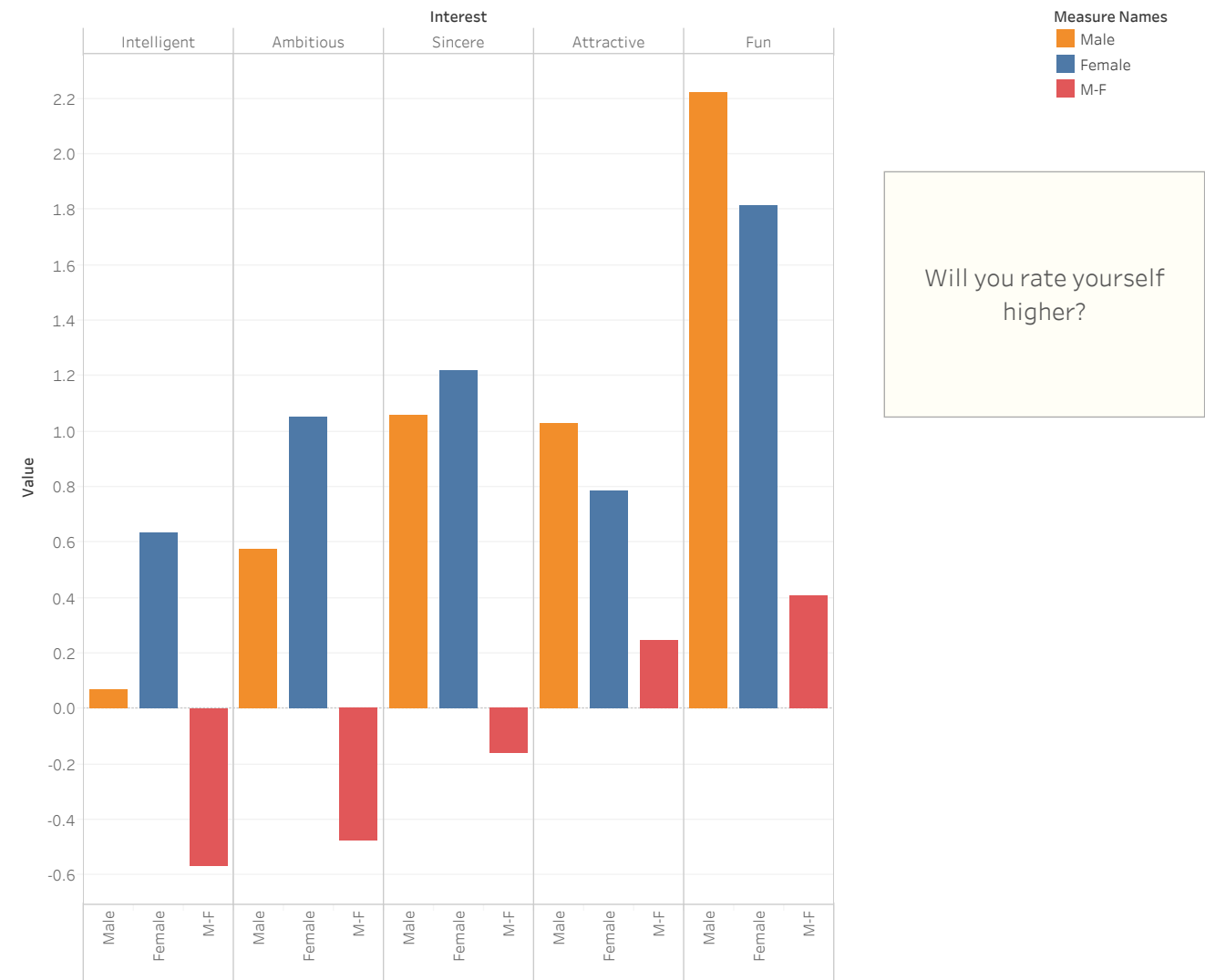


**Explanation:** This side by side bar graph is similar to the previous one except from the perspective of women.

**Insight:** Women overrate attractiveness and shared interests and underrate intelligence and sincerity from the reality. Attractiveness is the highest rated attribute. The difference between imagination and reality is bounded by 9 points.

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Expectation of Men	Expectation of Women	Self Worth	Confident or Arrogant?	Shy or Modest?	Shared Interests	Racial Preference
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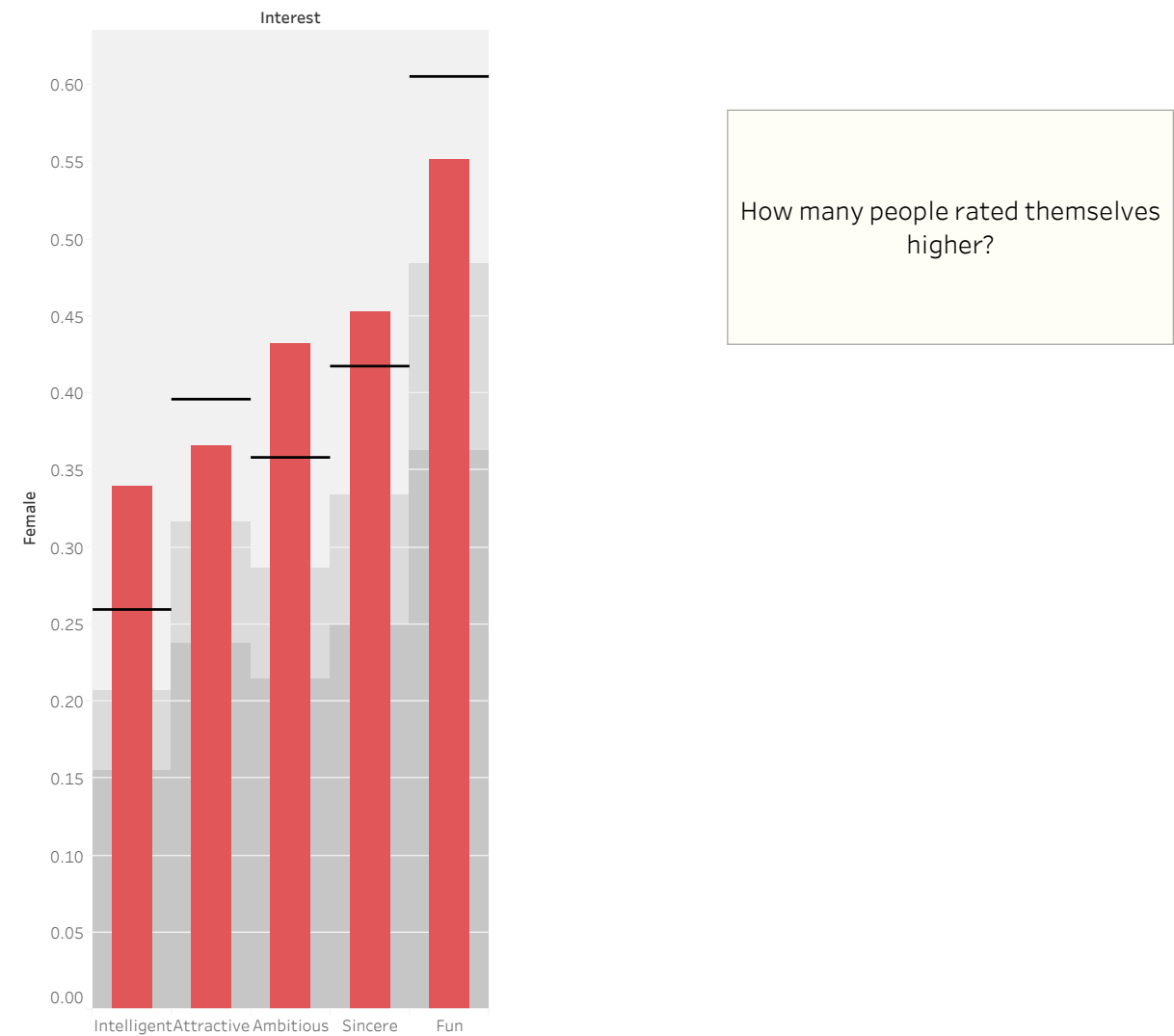


**Explanation:** This side by side bar graph depicts how much more either sex rates themselves above their ratings from their date partners (on a scale of 1 to 10). The height of the bar depicts the difference between the individual's rating and the partner's rating. The attributes are sorted in increasing order of the difference between the overrating of men and women (second difference).

**Insight:** Both men and women on average overate themselves across all attributes. Both of them think they appear more fun than their actual rating. This might be because they define "sense of humour" indicative of fun in different ways. Since the definition doesn't match, their ratings differ. The intelligence rating of both is on par with the real rating.

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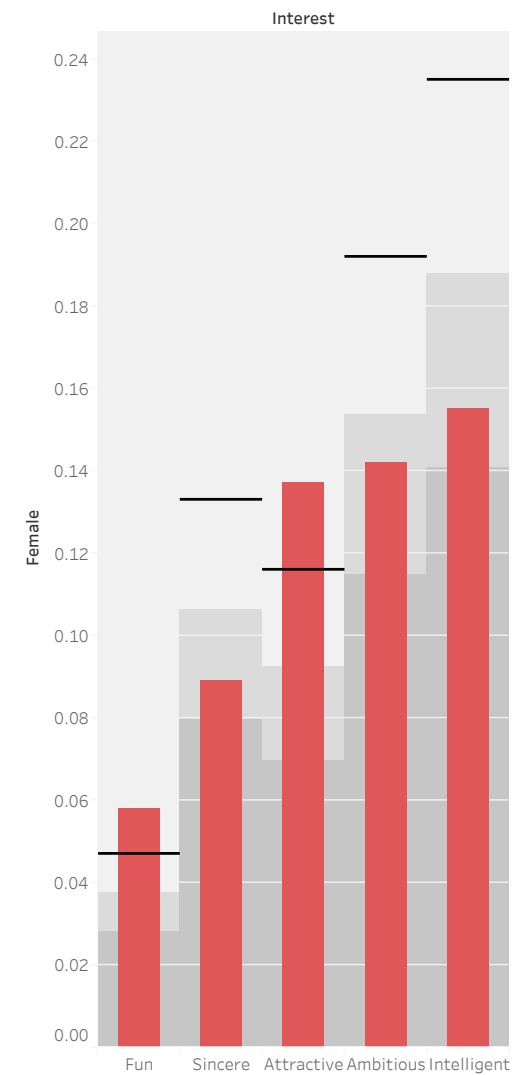


**Explanation:** This bullet graph depicts the percentage of men and women that rated themselves higher than the actual ratings from their partners.

**Insight:** A majority of both sexes rated themselves higher across all attributes. Both sexes were liberal least on their intelligence rating in 25% of cases. Both were liberal most on their fun rating in 60% of cases.

# The Date Game

Expectation of Women	Self Worth	Confident or Arrogant?	Shy or Modest?	Shared Interests	Racial Preference	Basic Instincts
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How many people rated themselves lower?

**Explanation:** This bullet graph is similar to the previous one except it depicts the percentage of men and women that rated themselves lower than the actual ratings from their partners.

**Insight:** A minority of both sexes rated themselves lower across all attributes. Both sexes were conservative most on their intelligence rating in 25% of cases. Both were liberal least on their fun rating in 5% of cases.

# The Date Game

Self Worth	Confident or Arrogant?	Shy or Modest?	Shared Interests	Racial Preference	Basic Instincts	Geographical Perspective
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**Explanation:** This highlight table ranks the shared interests in importance of getting matched. The number depicts the difference between the interest rating of men and those of women (on average) who got matched.

**Insight:** Among the couples matched, the most important interests were dining, movies and reading while yoga, TV sports and shopping were the least important interests. The top two interests, dining and movies, are interestingly popular date choices.

# The Date Game

Self Worth	Confident or Arrogant?	Shy or Modest?	Shared Interests	Racial Preference	Basic Instincts	Geographical Perspective
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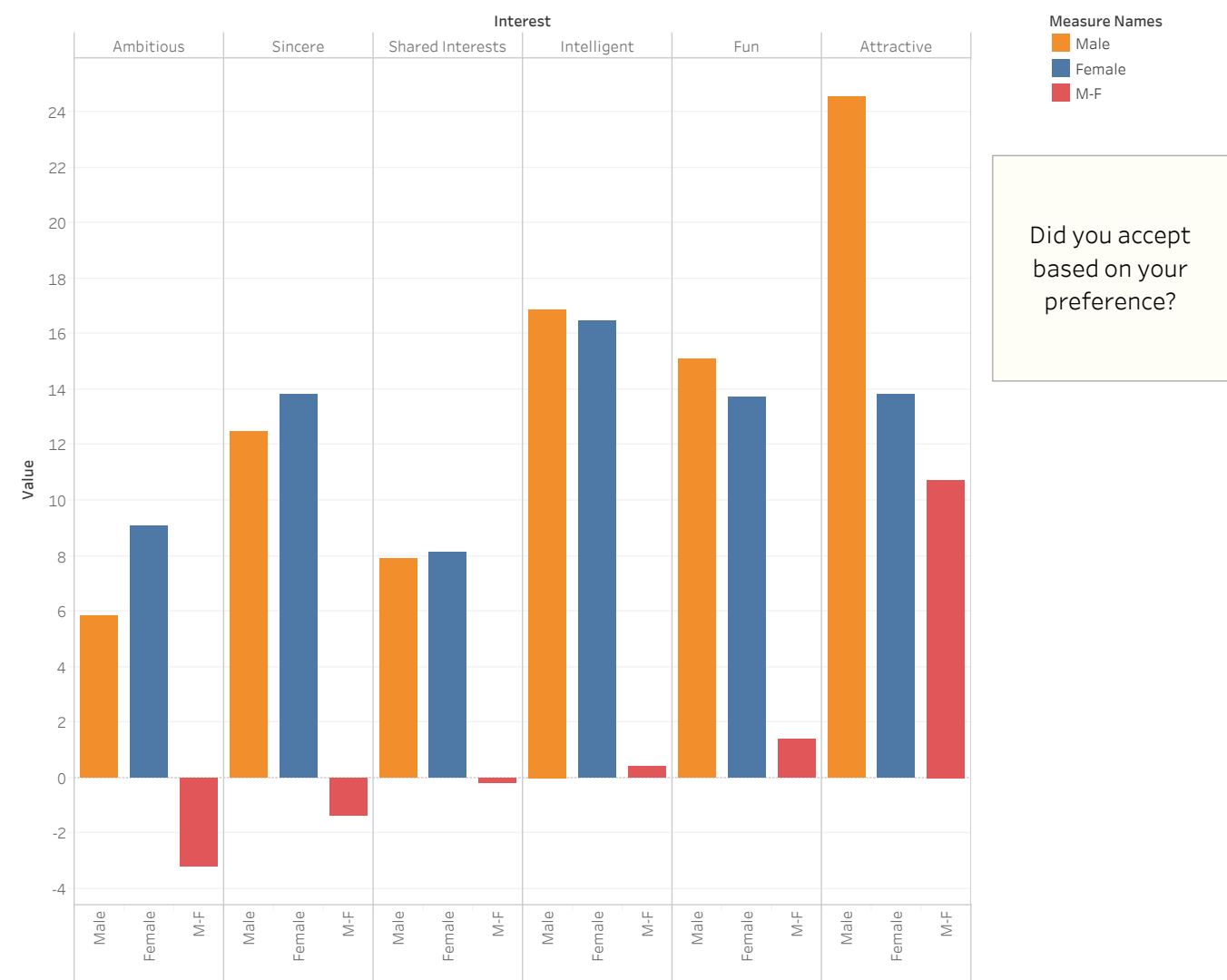
**Explanation:** This treemap depicts the racial preference among the major races of people who participated. The area indicates the percentage of that race preferring to date with a partner of the same race. The colour indicates the percentage of that race preferring to date with a partner of a different race (red to green in increasing percentage). The two percentages are complements of each other.

**Insight:** Caucasian Americans prefer to date within their race while Hispanic Americans and other races accept partners from different races. This might be due to the majority of people in the US being Caucasian Americans.



# The Date Game

Self Worth	Confident or Arrogant?	Shy or Modest?	Shared Interests	Racial Preference	Basic Instincts	Geographical Perspective
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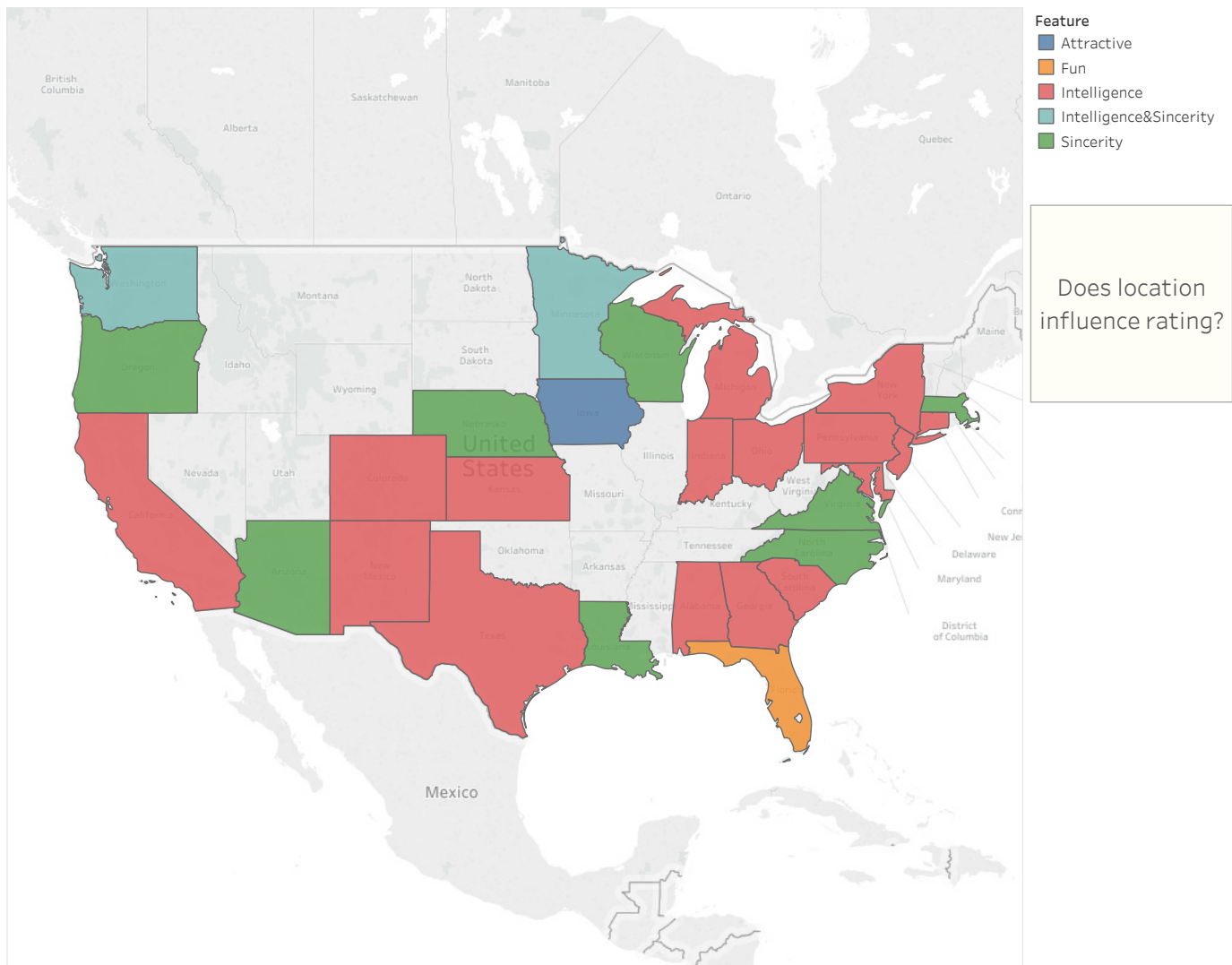


**Explanation:** This side by side bar graph depicts the difference in points across the six attributes between an individual's desired points in a partner and what the individual actually accepts as satisfactory points in a partner.

**Insight:** On average, an individual from both sexes rated their accepted partner lower than what that individual's expected points in an ideal partner was. This difference or "acceptance threshold" was most for attractiveness and least for ambitiousness. This means that either sex prefers attractive partners but are willing to compensate if their partner is highly rated on other attributes (intelligence, fun, etc). Note: The system used to normalize the before and after date ranking systems ("distribute 100 points" and "rating from 1 to 10") may not be correct.

# The Date Game

Self Worth	Confident or Arrogant?	Shy or Modest?	Shared Interests	Racial Preference	Basic Instincts	Geographical Perspective
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**Explanation:** This geographical map depicts the highest rated attribute of an individual from that state.

**Insight:** Most of the states have intelligence or sincerity as their top attribute meaning individuals from that state are ranked most on either intelligence or sincerity. Individuals from Florida were ranked highest on their fun attribute while residents from Iowa were ranked highest for their attractiveness.