

Questions from the business

What is the relation between category and the highest bid? Which categories have the highest revenue?

What is the relation between category and number of bids? Which categories have more bids?

What is relation between the day/week/month on number of bids + end bid in certain categories?

What is the relation of 1 euro starting prices and number of bids + end bid?

Does the availability of brand info impact the number bid + end bid?

Do specific brands generate more bids and higher end bids?

Does an early first bid impact the total number of bids?

What is the effect of public auction on the number of bids + end bid?

What is the effect of home delivery on the number of bids + end bid?

Bidding strategy

Analyze the bidding strategy of users: are there certain patterns and strategies

Are winning bidders early or late bidders?

What is the effect of the starting price on the bidding strategy?

Scarcity

What is the relation of the number of lots closing in the same category closing in the same auction and the number of bids + end bid?

What is the relation of the number of lots closing in the same category closing in the same time slot and the number of bids + end bid?

What is the relation of the number of lots closing in the same category closing on the same day and the number of bids + end bid?

Traffic and scarcity

What is the relation of the number of lots closing on a day and the number of bids + end bid?

What is the relation of the number of lots closing on a day and the number of views in the app and on the website?

What is the relation of the starting price and the number of views in the app & on the website?

What is the relation of the bids and the number of views in the app & on the website?

What is the relation of the category and the number of views in the app & on the website?

What is the relation of brand and the number of views in the app & on the website?

What is the relation of end bid and the number of views in the app & on the website?