

PlaceMe Living Project Proposal

Team Member: Kunlin Cai Yihao Shi Yating Yang Maohua Wu

Background introduction:

PlaceMe is a real estate company that provides affordable, convenient ready-to-move-in accommodations with flexible lease terms to those people, such as college students and young professionals, before they come to Boston. PlaceMe offers fully-furnished bedrooms, fully equipped kitchens and utilities. It is acting like a company between Airbnb and other traditional rental companies, which offer both short term and long term rentals for a comfortable living.

PlaceMe is targeting both B2B and B2C markets. For B2B, PlaceMe offers housing to employees working in companies in the Greater Boston Area. For B2C, PlaceMe offers housing to people who are moving to Boston, especially for working millennials.

Currently, PlaceMe is using the following tools to acquire leads:

- Posts in housing section on Craigslist and Reddit
- Facebook Groups related to housing
- Creating ads on third parties housing websites
- Housing partnership programs with companies in B2B segment

Motivation:

The core mission of PlaceMe is to help upcoming people find their flexible leasing houses in Boston. PlaceMe wants to have an effective advertisement with the most important keywords showing online so that it can target its segments specifically. Our motivation is to grab the information online, digging through the keywords and find the significant factors (keywords) that can attract its potential customers.

Goals, hypothesis, outcomes:

Goals

- Increase online conversions for PlaceMe
- Help PlaceMe track earlier potential leads that will move to Boston
- Help PlaceMe optimize social media spending by using data as decision making tool
- Help PlaceMe find hiring companies that want to attract and retain top talent
- Help PlaceMe find keywords that PlaceMe should be bidding on to optimize its SEO

Hypothesis

- These kinds of people are likely to lease house in Boston:
 - Students who post their letter of admission / or update their education status on social media
 - Travelers who post their airplane ticket to Boston on social media
 - Professor who post their offer / or update their employment status on social media

Outcome

- Identifying and analyzing common keywords posted by potential customers and keywords for their preferences

Non-goals, out of scope topics:

- Provide suggestions to customers about the house they probably like based on keywords
- Find out the most preferring area to live in Boston (convenience, reliability and affordability)
- Contact real estate agency to negotiate rental price

End result/product -> definition of done:

A: Build a sentiment analysis model which can predict from one's twitter or facebook posts or other social media platforms to see if they want to move to Boston.

Model accuracy $\geq 85\%$

B: From the first dataset we generate a subset of the data from the person who wants to move to Boston and label the places in Boston they want to live in. Now build another model to predict the place where they want to live.

Model accuracy $\geq 75\%$

Open questions, uncertainties:

- How to target potential international customers through social media platforms?(Can we have some examples? we need it to hand label the datas.)
- The range of social media we want to web crawl from.

- When we are doing sentiment analysis, can we use sentences as inputs? Since the logic relationships in a post sentence can be more accurate than a single keyword.