

PlaceMe Living Deliverable 0

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Motivation/background of the project

“PlaceMe is the largest co-living company in Boston. Since 2016, we help students and young professionals to find convenient and ready-to-move-in accommodations with flexible leases in the best locations. At PlaceMe, we create a home away from home for all of our members.” -

<https://placemeliving.com/>

PlaceMe is a Boston based start-up that provides flat-monthly rentals targeted at Boston's international and seasonal student and young professionals populations. Through this project, PlaceMe is looking for more approaches to reach its potential customers.

Goals, hypothesis, outcomes

The proposed project aims to extract sentiment analysis on major engagement channels (Organic search, social, referrals, and direct search) for both the B2B markets (Companies and organizations in the Greater Boston Area that have housing needs, allocation of interns or students) and B2C markets (Individuals that are moving to the city) looking for rental services.

In order to attract young professionals and graduate students, we would like to conduct analyses on top linking domains such as medium.com, crunchbase.com, and tufts.edu. We will use these websites to extract keywords and run sentiment analysis. Other metrics such as time spent on the landing page, demographics of users, and clicks converted to purchases may be used.

Besides, we can analyze the previous customers' information to find how people are attracted to PlaceMe.

We will conduct simple logistic regression as our methodology.

As for the outcomes, our keywords will contribute to more precise targeting on potential customers, increase traffic to the website and may increase the online conversion rate.

Non-goals, out of scope topics

- Image recognition for SEO
- Undergraduate students housing
- Start-ups in the B2B segment
- Competitors' performance

End result/product -> definition of done

Provide a report of our analysis and methods to increase the traffic of the website.

Open questions, uncertainties

- For the B2B segment, do you want us to provide a list of companies that match the criteria? Or do you want us to provide the contact information of the companies? Or do you want us to find keywords to approach these companies?
- What kind of information is contained in the client's database?
- We are inexperienced in web crawlers. Can you provide any guidance on this topic?
- How can we examine the link between the keywords and the conversion rate?
- How can we target our ads to the potential users based on the keywords that we've found?