



Craigslist vs Offerup

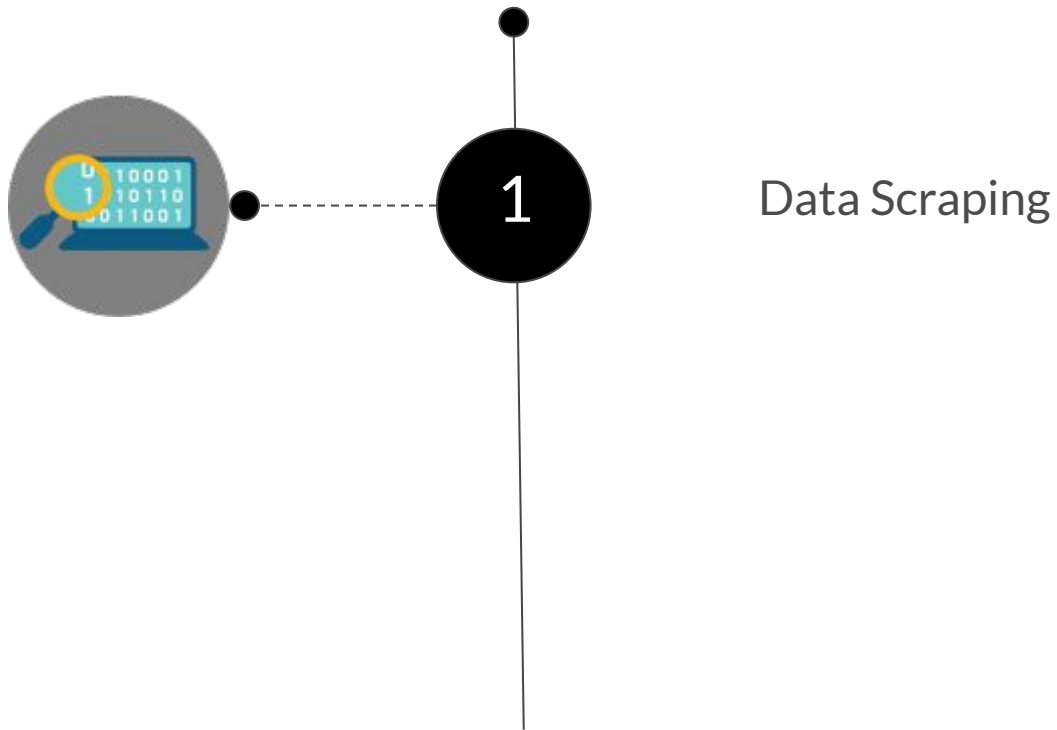
Team 16

Varun Malik | Ke Wang | Baomo Zhou | Yang Ni

Analysis Metrics

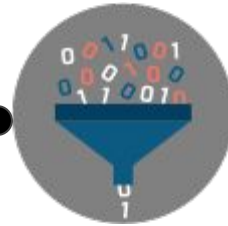
- Buyer
 - Price
 - Condition
 - Convenience
 - Options
- Seller
 - Price
 - Competition

Methodology



Data Cleaning

2





3

Visualization

Analysis

4



Assumption

- Storage & Carrier doesn't affect price
- Distance Calculation

Data Analysis for Buyers



Average Price -- iPhone X

\$ 445.4
Craigslist

\$ 517.8
Offerup

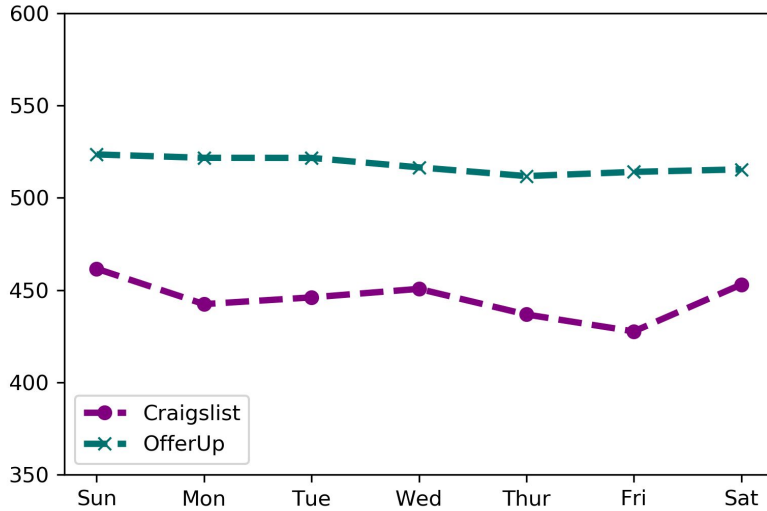
Average Price -- Samsung S8

\$ 312.1
Craigslist

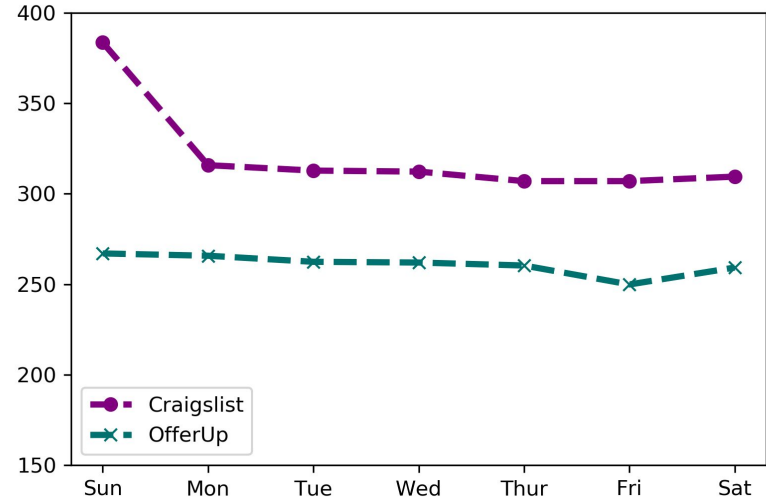
\$ 260.4
Offerup

Average Price (\$) per Day

iPhone X



Samsung S8

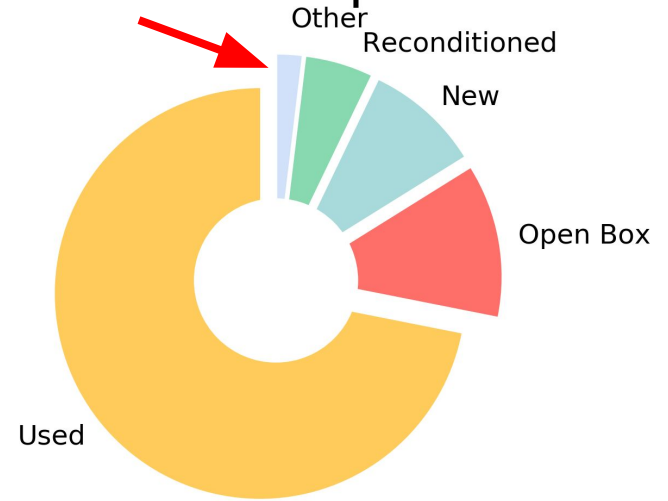


Condition Breakdown -- iPhone X

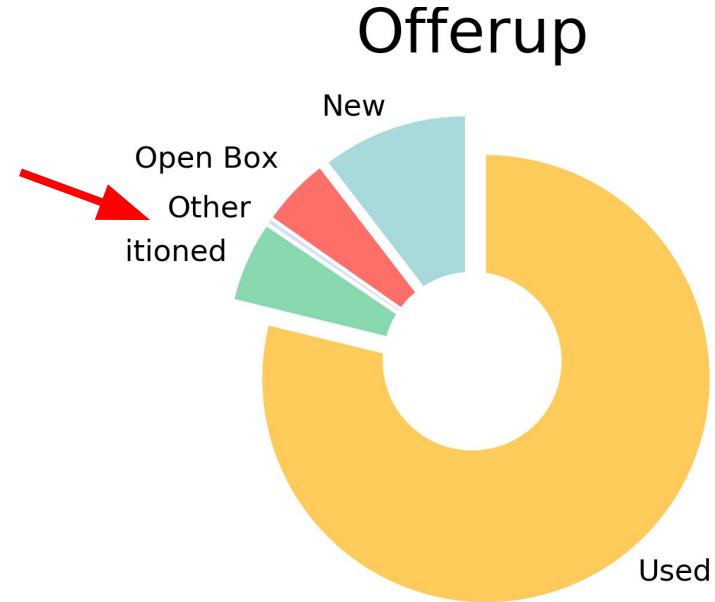
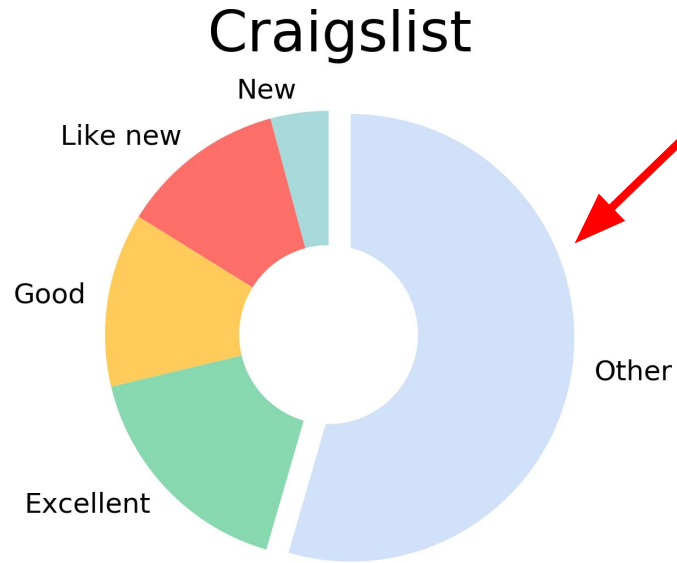
Craigslist



Offerup

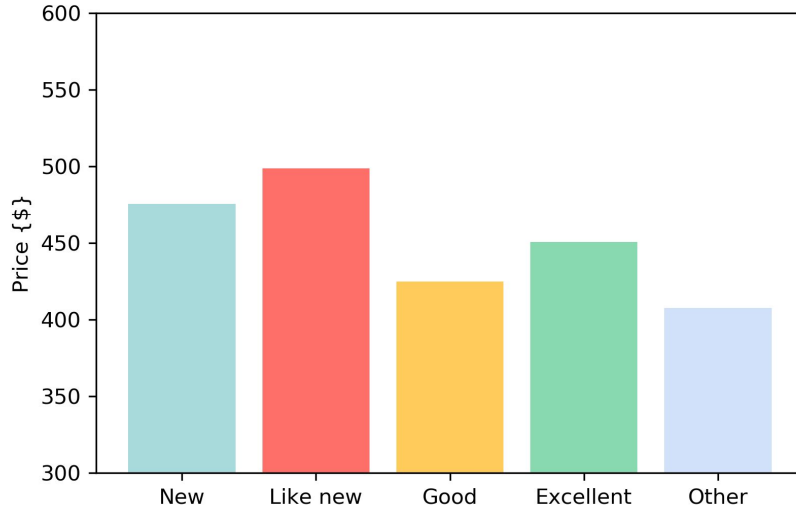


Condition Breakdown -- Samsung S8

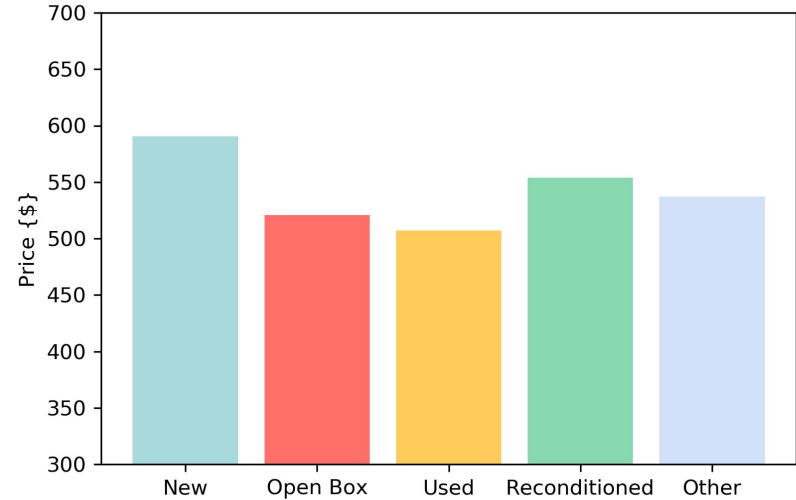


Price per Condition - iPhone

Craigslist

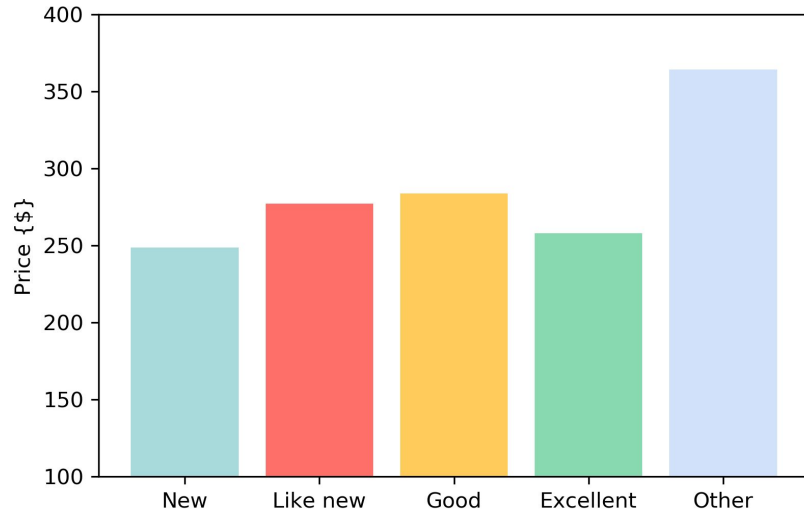


Offerup

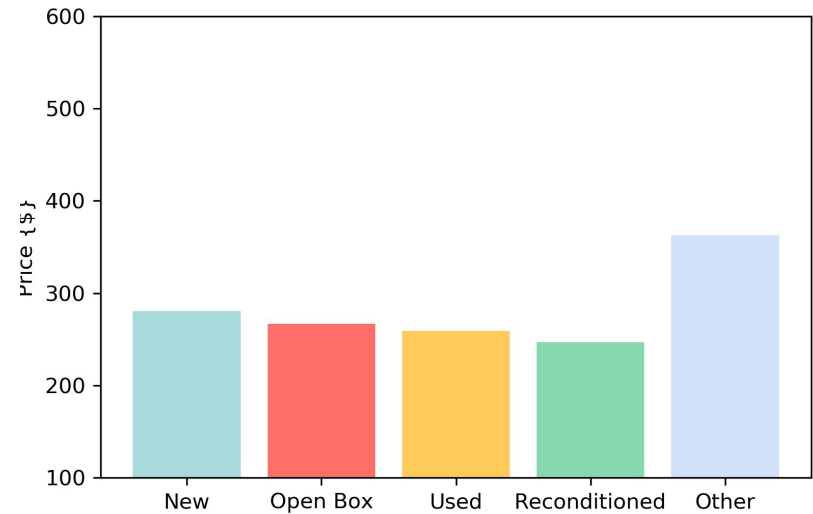


Price per Condition - Samsung S8

Craigslist



Offerup



Contact options

Craigslist

Offerup

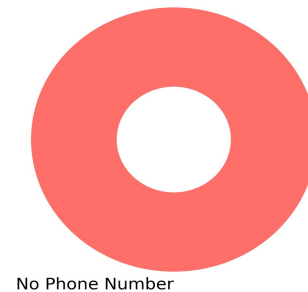
iPhone X



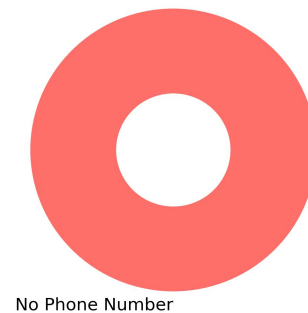
Samsung



iPhone

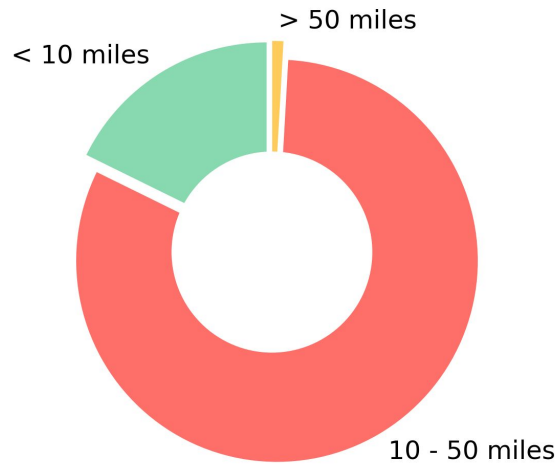


Samsung

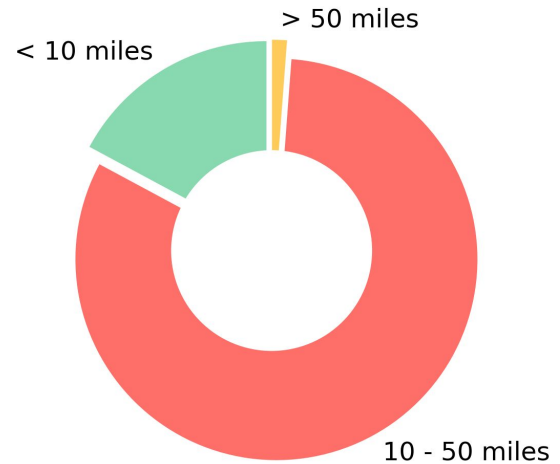


Distance -- iPhone X

Craigslist

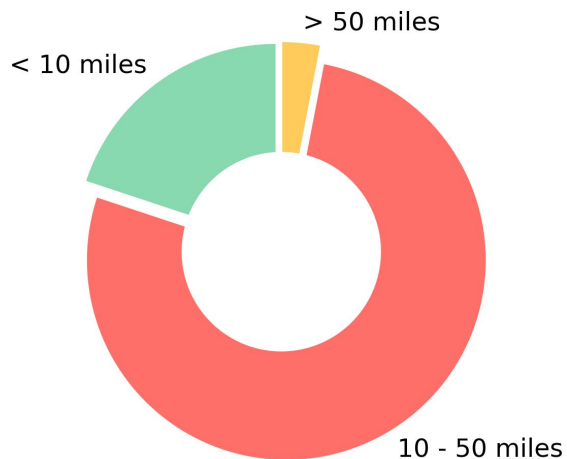


Offerup

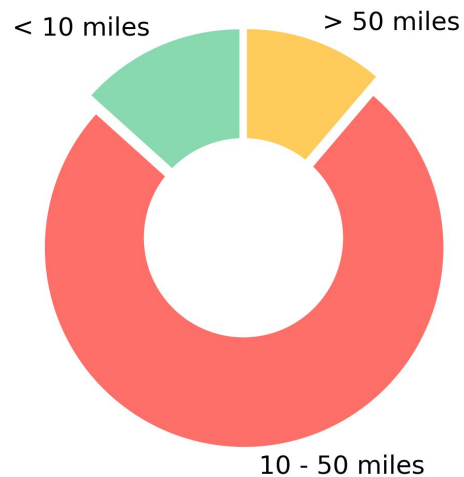


Distance -- Samsung S8

Craigslist



Offerup



Ratio of Useful Data

Craigslist

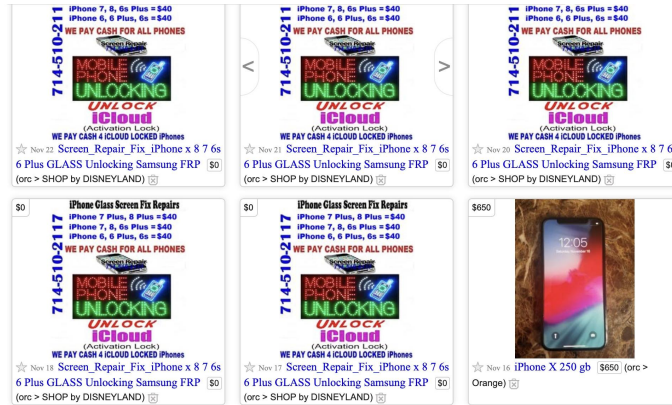
Offerup

0.43

iPhone X

0.33

Samsung S8



0.86

iPhone X

0.87

Samsung S8

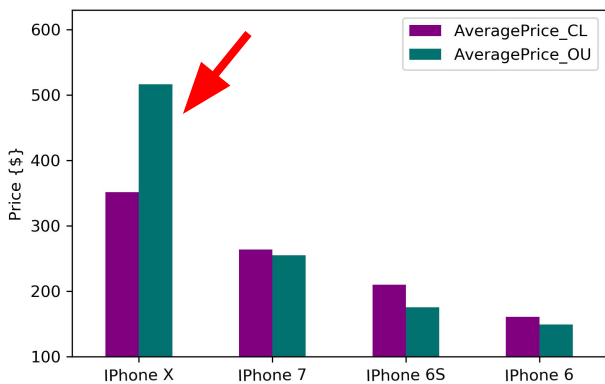
Data Analysis for Sellers



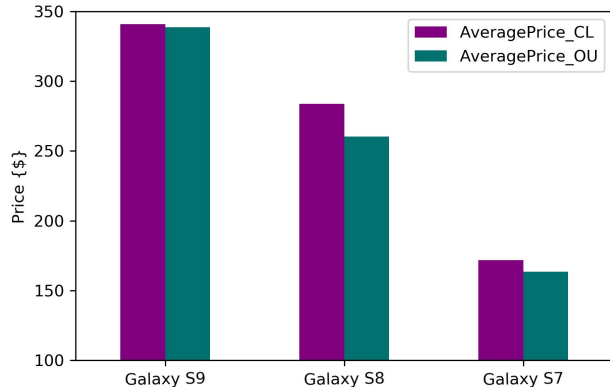
Average Price



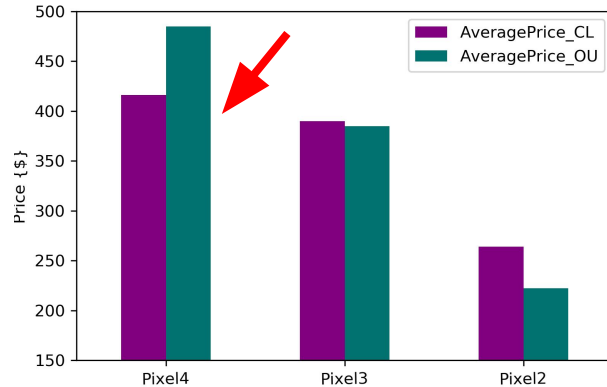
iPhone



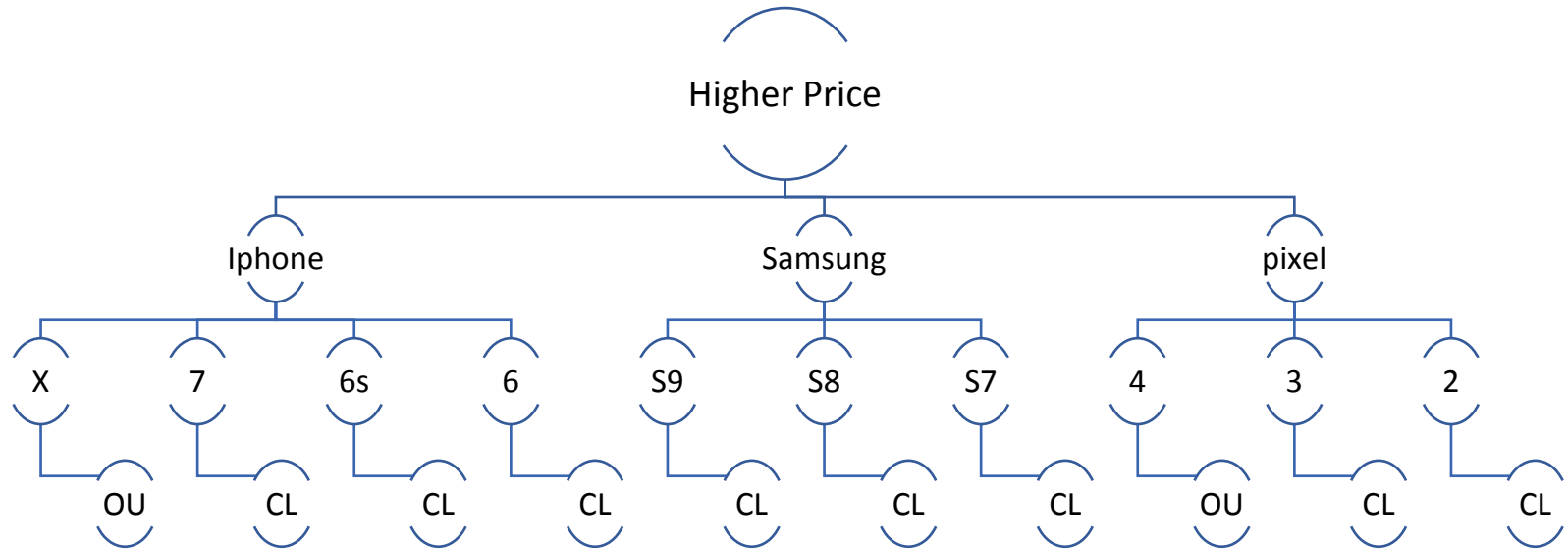
Samsung



Pixel



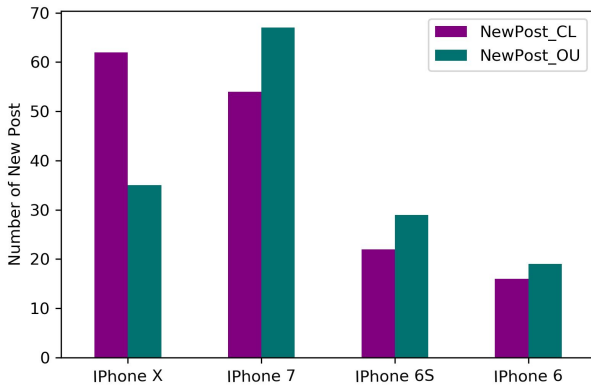
Which platform will pay me more?



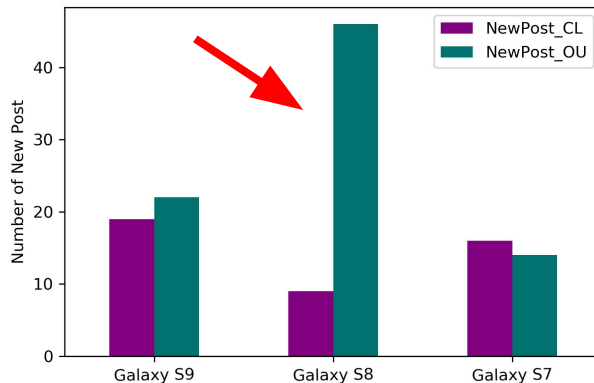
Number of New Post



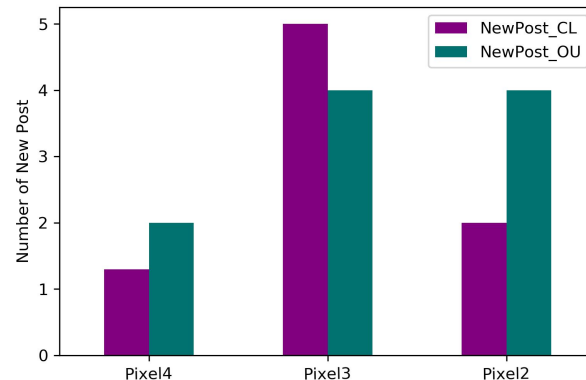
iPhone



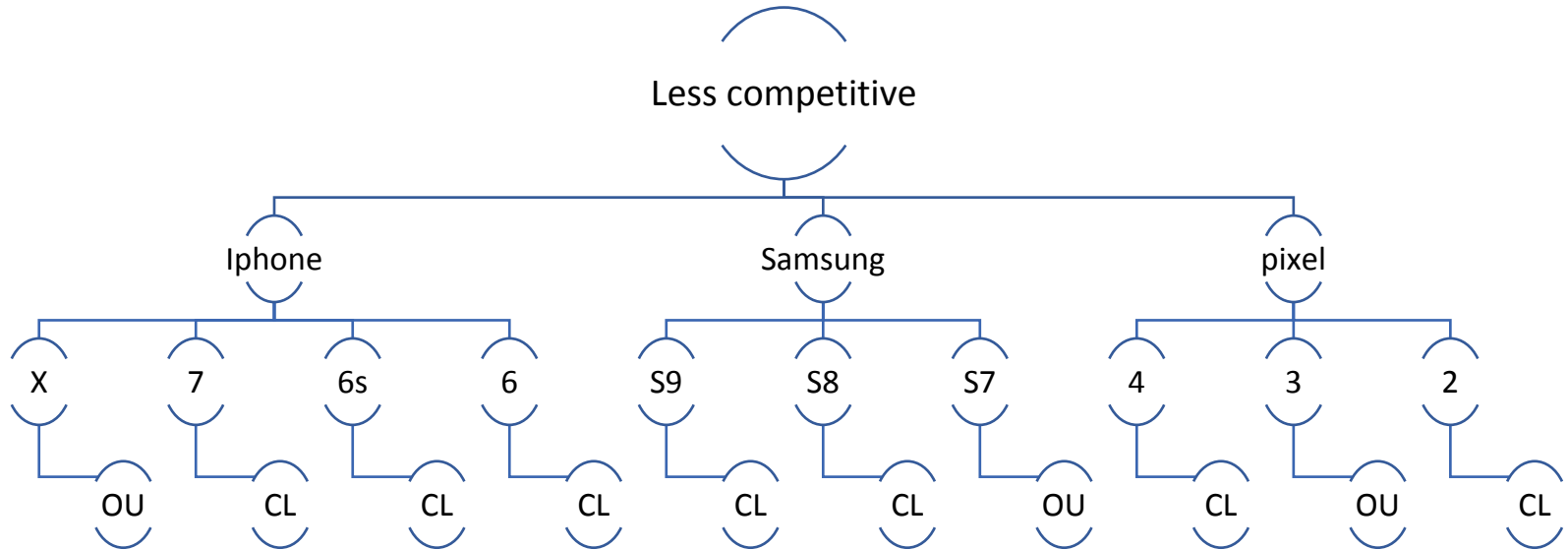
Samsung



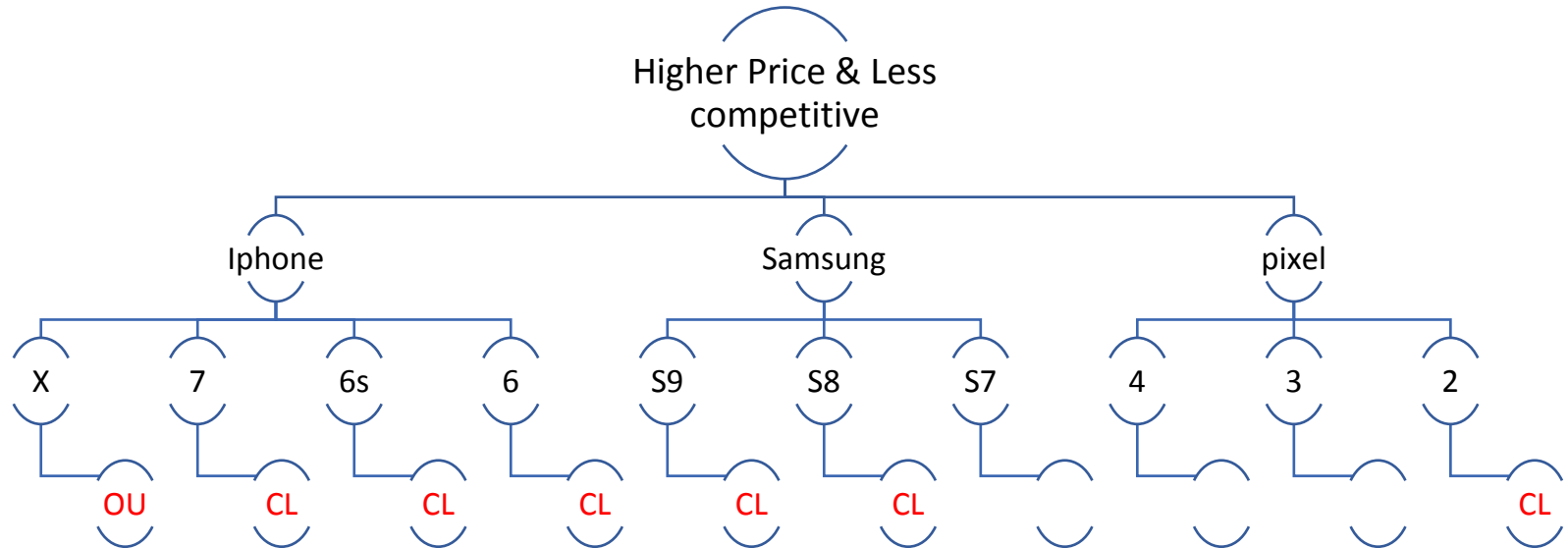
Pixel



Which platform is less competitive?



Higher Price and Less Competitive



Thank You!

