

Project Proposal: *Enhancing Crowdstreet's RAMs and Diversity of Investors*

Problem Statement Formation:

Crowdstreet, a prominent real estate investment trust, aims to boost its Registered Active Members (RAMs), a pivotal Key Performance Indicator (KPI), by 15% month over month. Additionally, the marketing team is targeting a 25% increase in the share of minority investors. To achieve these goals, a comprehensive data-driven approach is crucial, leveraging data from Crowdstreet's offering page, demographic insights from Google Analytics, and any relevant information on active investors.

Context:

Crowdstreet operates in the competitive landscape of real estate crowdfunding, where RAMs signify the sustained engagement of investors. Diversifying the investor base to include more minorities aligns with broader inclusivity goals and contributes to a more robust and resilient investor community.

Criteria for Success:

Achieve a 15% month-over-month increase in RAMs.
Attain a 25% rise in the share of minority investors.
Implement data-driven strategies that are scalable and sustainable.
Ensure that the strategies comply with regulatory constraints and ethical considerations.
Scope of Solution Space:

The solution will involve a comprehensive analysis of data from Crowdstreet's offering page, Google Analytics, and any available data related to active investors. The focus will be on identifying patterns, preferences, and behaviors that contribute to RAMs and diversification. Potential interventions may include targeted marketing campaigns, personalized outreach strategies, and user experience enhancements.

Constraints:

- Adherence to data privacy and compliance regulations.
- Limited historical data for certain demographic segments.
- Consideration of budgetary constraints for marketing initiatives.

Stakeholders:

Crowdstreet's Marketing Team: Initiators of the project with a focus on increasing RAMs and diversity.

Analytical engineering and Data Science team: Responsible for extracting, cleaning, and analyzing data to derive actionable insights.

Product Team: Collaborators in implementing changes on Crowdstreet's offering page.

Minority Investors: End-users whose experience and engagement will be directly impacted.

Data Sources:

- Crowdstreet's Offering Page: Insights into user behavior, preferences, and engagement.
- Google Analytics: Demographic data providing insights into the current investor base.
- Active Investor Data: Information on the existing investor pool, their activity, and patterns.

Key Questions:

What are the current trends in RAMs and diversity among Crowdstreet investors?

Which demographic segments are underrepresented among investors, and how can their engagement be increased?

What are the factors influencing RAMs, and how can these be leveraged for sustained growth?

How do minority investors interact with the offering page, and what improvements can be made to enhance their experience?