

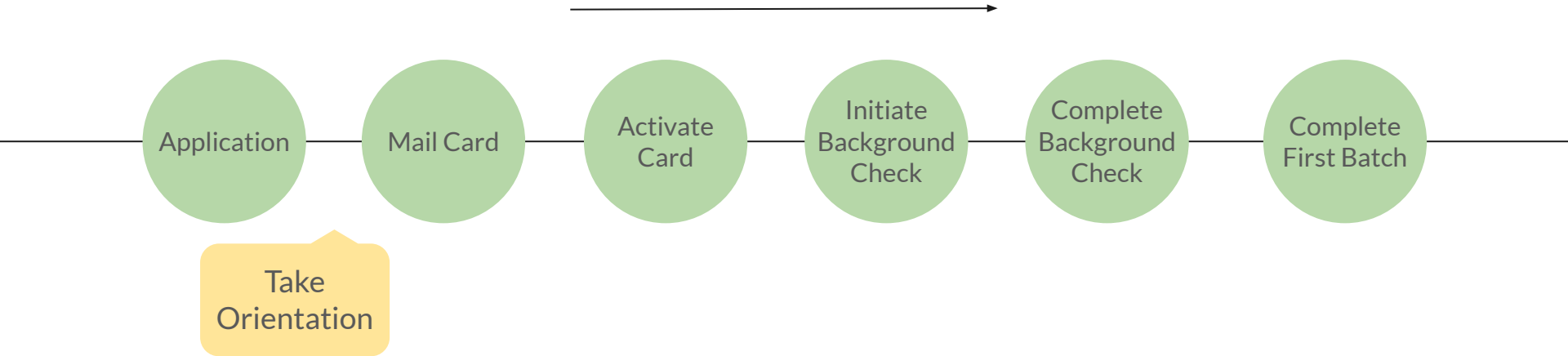
Shopper Hiring Problem

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Shopper recruiting process





Q1: Conclusion from the A/B test

If background check is initiated earlier:

- 01 | Increases the conversion rate from application to first batch
- 02 | Accelerates the whole process

Group	Control	Treatment
#Applicant	10024	4958
#Completed first batch (Conversion Rate)	2678 (26.7%)	2115 (42.7%)
#Days of whole hiring process	10.2	7.1



Q2 Is this change cost-effective?

We'll use the conversion rate from those who have initiated background check to their first batch completion to analyze cost-effectiveness. The higher the conversion rate, the greater the cost-effectiveness.

From the result on the right, we know that this change is cost-effective.

Group	Control	Treatment
#Initiated background check	10836	7197
#Completed first batch (Conversion Rate)	2678 (26.5%)	2115 (34.3%)



Q3: Other Observation

Interest findings:

- 01 | In both of the groups, #people hired from job site search is the least, and that from web search is the most.
- 02 | Shopper referral has the highest relative conversion rate comparing with other channel in the same group.
- 03 | Conversion rate of job site search has increased the most, where that of social media has increased the least.
- 04 | Shopper referral generates effective leads, while social media generates ineffective leads.

Channel\Group	Control	Treatment	%inc
Job Site Search	16%	38%	138%
Shopper Referral	34%	50%	47%
Social Media	17%	20%	18%
Web Search	25%	45%	80%



Q3: Recommendation



01

Shopper referral program

Shopper referral seems like a very effective way to hire new shoppers as it may provides the most incentives. We can continue to develop better shopper referral programs because of this/

Fastening background check

We don't have to apply faster background check in applications from all channels, we can skip the social media part to save time and money.



02



03

Is the orientation too redundant?

We observed that in both group, the conversion rate from start of application to orientation complete is about to be 50%. Finding ways to improve this rate might have a positive effect on shopper hiring rate too.



Thank you.

