Slide 1: Title
Advanced Analytics for Two-Sided Marketplace
Key Metrics, Insights & Dashboard Ideas

Slide 2: Marketplace Health & Balance

- Sitter-to-Owner Ratio Over Time
- Listing Fill Rate
- Geographic Heatmaps

Slide 3: Sitter-to-Owner Ratio Over Time

- Visual: Line chart (ratio per month/region)
- Insight: Detect oversupply or demand shortages
- Action: Guide sitter/owner acquisition

Slide 4: Listing Fill Rate

- Visual: Histogram or map (fill rate by listing/region)
- Insight: Identify under- or over-utilized listings
- Action: Optimize listing visibility/support

Slide 5: Geographic Heatmaps

- Visual: Density map (bookings, sitters, owners)
- Insight: Find demand/supply clusters and gaps
- Action: Targeted marketing/expansion

Slide 6: Operational Quality

- Response Time Analysis
- Cancellation Reason Mining

Slide 7: Response Time Analysis

- Visual: Histogram (hours to respond)
- Insight: Recognize top responders, flag slow replies
- Action: Training, incentives

Slide 8: Cancellation Reason Mining

- Visual: Word cloud or bar (top reasons)
- Insight: Spot recurring problems
- Action: Product/process improvements

Slide 9: Behavioral Segmentation

- Power Users
- Churn Prediction

Slide 10: Power Users

- Visual: Histogram (bookings per user)
- Insight: Identify loyal customers for rewards
- Action: Loyalty/feedback programs

Slide 11: Churn Prediction

- Visual: Feature importance, risk heatmap
- Insight: Who is likely to churn and why
- Action: Target retention campaigns

Slide 12: Product Usage & Feature Adoption

- Feature Flag/Uptake Analysis
- A/B Test Deep Dives

Slide 13: Feature Flag/Uptake Analysis

- Visual: Bar/time series (adoption rate)
- Insight: Assess feature rollout success
- Action: Improve onboarding, messaging

Slide 14: A/B Test Deep Dives

- Visual: Bar charts (metric by group)
- Insight: Measure feature impact
- Action: Roll out/wind down based on results

Slide 15: Marketplace Dynamics

- Price Elasticity
- Time to First Booking

Slide 16: Price Elasticity

- Visual: Scatter or curve (price vs. booking probability)
- Insight: Find optimal pricing
- Action: Pricing strategies

Slide 17: Time to First Booking

- Visual: Histogram (days from signup to first booking)
- Insight: Onboarding effectiveness
- Action: First-booking incentives

Slide 18: Lifecycle and Cohort Analysis

- User Cohort Retention
- Booking Frequency Over Time

Slide 19: User Cohort Retention

- Visual: Cohort line/heatmap
- Insight: Retention patterns by signup period
- Action: Lifecycle interventions

Slide 20: Booking Frequency Over Time

- Visual: Line chart (bookings per user per month)
- Insight: Seasonal trends, growth
- Action: Targeted campaigns

Slide 21: Trust & Safety

- Incident/Event Analysis
- Review Sentiment Analysis

Slide 22: Incident/Event Analysis

- Visual: Line chart (incident rate)
- Insight: Detect safety trends
- Action: Policy/training updates

Slide 23: Review Sentiment Analysis

- Visual: Sentiment histogram
- Insight: Monitor satisfaction, spot issues
- Action: Address negative clusters

Slide 24: Efficiency and Platform Optimization

- Idle Inventory
- Booking Lead Time

Slide 25: Idle Inventory

- Visual: KPI, list (sitters idle > 30/60/90 days)
- Insight: Underused supply
- Action: Re-engagement

Slide 26: Booking Lead Time

- Visual: Histogram (days in advance)
- Insight: Booking behavior
- Action: Promote last-minute deals

Slide 27: Network Effects

- Referral Impact
- Clustered Bookings

Slide 28: Referral Impact

- Visual: Histogram (referrals per user)
- Insight: Top advocates
- Action: Reward programs

Slide 29: Clustered Bookings

- Visual: Map with clusters
- Insight: Demand hotspots
- Action: Focused growth/recruitment

Slide 30: Custom "Out-of-the-Box" Ideas

- Dynamic Pricing Simulations
- Matching Efficiency
- User Journey Mapping

Slide 31: Dynamic Pricing Simulations

- Visual: Price vs. predicted demand curve
- Insight: Revenue optimization
- Action: Test new price points

Slide 32: Matching Efficiency

- Visual: Histogram (time to match)
- Insight: Bottlenecks in matching
- Action: Improve algorithm/process

Slide 33: User Journey Mapping

- Visual: Funnel (search → view → request → book)
- Insight: Conversion drop-offs
- Action: UX improvements

Slide 34: Closing

- Combine metrics for holistic dashboard
- Use insights for targeted actions
- Iterate dashboards as business evolves