1. Predicting Site Purchase Behavior and Lead Scoring
   1. Problem: Lack of insight into registrants/free trial participants and how they interact with the site and what their long-term value is to the company
   2. Client: Would be able to decide marketing channels and content to optimize
   3. Data: Google Analytics, Back-end purchase/property/custumer data, existing homes sold data, and demographic data
2. Predicting purchase behavior based on seasonality and market demand
   1. Problem: Difficult to benchmark performance because it’s unknown how much seasonality and customer’s market demand contribute to purchasing behavior
   2. Client: Would be able to reallocate marketing dollars accordingly to optimize in certain areas in “peak” season and also forecast more accurately as an organization
   3. Data: Back-end purchase/property/customer data, existing homes sold data
3. Pricing Optimization
   1. Problem: Lack of insight into whether we’ve fully optimized product pricing; currently rely on A/B testing
   2. Client: Would be able to price products competitively to optimize revenue
   3. Data: Back-end purchase data, Competitor data, Google Analytics traffic data