Listings123

Frame A Business Problem

WHO: Who is involved in the problem/project?

The people and entities involved in the project are:
- The analyst
- Analytics Manager, Stevie
- CEO, Johnny
- Hosts, Customers, people looking to rent their homes and rooms
- Guests, Customers, people looking for temporary accommodations
- Listings123 Employees
- The marketing Team
- Listings123, the company itself
- Investors
- Venture Capitals

WHAT: What problem has to be solved? What would be the ideal solution for that problem? What happens if the problem is not solved?

The problem: Listings123 company needs to be expanded to new cities through a marketing campaign. Data-based evidence on what traits make a good host specifically for Listings123 is needed by Investors and CVs before funding can be received. Ideal solutions: would be that the analyst receives collaboration from the marketing team, and receives data specific to Listings123, as well as contacts of selected existing successful and unsuccessful hosts to help enrich the data directly from them when needed. If the problem is not solved, there will be no funding, resulting in no business expansion to other cities, which may lead to less competitiveness in the marketplace and probably company deterioration.

WHERE: Where does the problem occur? Where do you need to solve the problem?

The problem occurs in the marketing department where marketing strategies and marketing tools are created. The problem needs to be fixed in the marketing department for the planned marketing strategy.

A Understand Listings123

WHEN: When does the project need to be completed? When does the issue occur?

After the next two weeks, the project should have been completed for the results in the form of data-based recommendations to be presented to the investors and VCs.
It is a new problem encountered by the CEO and that has been presented by the analyst manager in a weekly meeting to the analyst.

WHY: Why should this problem be solved? Why does the issue occur?

The problem needs to be solved to help receive funding from investors and VCs for the marketing campaign and eventually expand to other cities.
The issue occurs for possible reasons such as: - Investors and VCs trust only in relevant data and data-driven insights specific to the business. - Needs for signalling and highlighting specific traits to Listings123. - Needs for marketing for the company not for other businesses which happens when using external data. - Other businesses might be failing and their data may not be helpful.

B   Understand Listing123's Stakeholders

Who are your stakeholders?

Internal:
- The analyst,
- The Analytics Manager,
- CEO,
- The marketing Team,
- Employees

External:
- Hosts,
- Guests,
- Investors,
- VCs

Understand Listing123's Stakeholders

How is each stakeholder involved? What can each stakeholder contribute to the project?

- Internal Stakeholders:
    - CEO of the business: will use the data insights that will support their decisions on what traits should be capitalized and marketed to increase the success of hosts that will be presented to hosts. They manage the overall company..
    - The marketing team: play the role of marketing operation. They need the insights from the data analyst to use them in their marketing operation. Their collaboration in the project is important.
    - Employees: are not directly involved in the problem of finding what traits of successful hosts specific to the business prove to be effective. If the recommendations are made, there will be funding coming to the campaign that will lead to expansion. Their pay rate might increase with the increase of their responsibilities. This will also sense that their jobs are more secure. Other opportunities might be open inside the business for them to be promoted.
    - The Analyst: will investigate the data and present recommendations and insights to solve the problem.
    - The Analytics Manager: is responsible for the analytics operations and handles assignments to each and every analyst within the company. They represent a hierarchical point within the company. The insights sought from the investigation is important to them to be completed within the time frame and be successful. This manager may intervene in the project process at anytime.

Understand Listing123's Stakeholders

How is each stakeholder involved? What can each stakeholder contribute to the project? *(continued)*

- External Stakeholders:
  - Investors and CVs: provide financial funding and support to the business and are involved in the high level decisions. They require the data-based recommendations to fund the campaign.
  - Hosts: are customers that want to increase their profitability by making their homes and rooms rent quickly and on high frequency. They need the recommendations so they can familiarize themselves with what traits would make them successful
  - Guest: contribute to the profitability of both the business and the hosts. They are not aware that they are involved in the business problem

Understand Listing123's Stakeholders

Why is your project important to each stakeholder?

- Internal Stakeholders: If the funding is received and the campaign takes place, there will be company expansion to other cities. The insights will help hosts to have more room for success which will make the company gain more profits and increase its operations. This may open room for higher pay rates and promotions as well as high job security for all employees. If the company does not expand, they may lose the marketplace for other businesses and might lose their jobs if the company goes uncompetitive. In extreme cases, if there is no competition, the company may dissolve in the future.

Understand Listing123's Stakeholders

Why is your project important to each stakeholder? *(continued)*
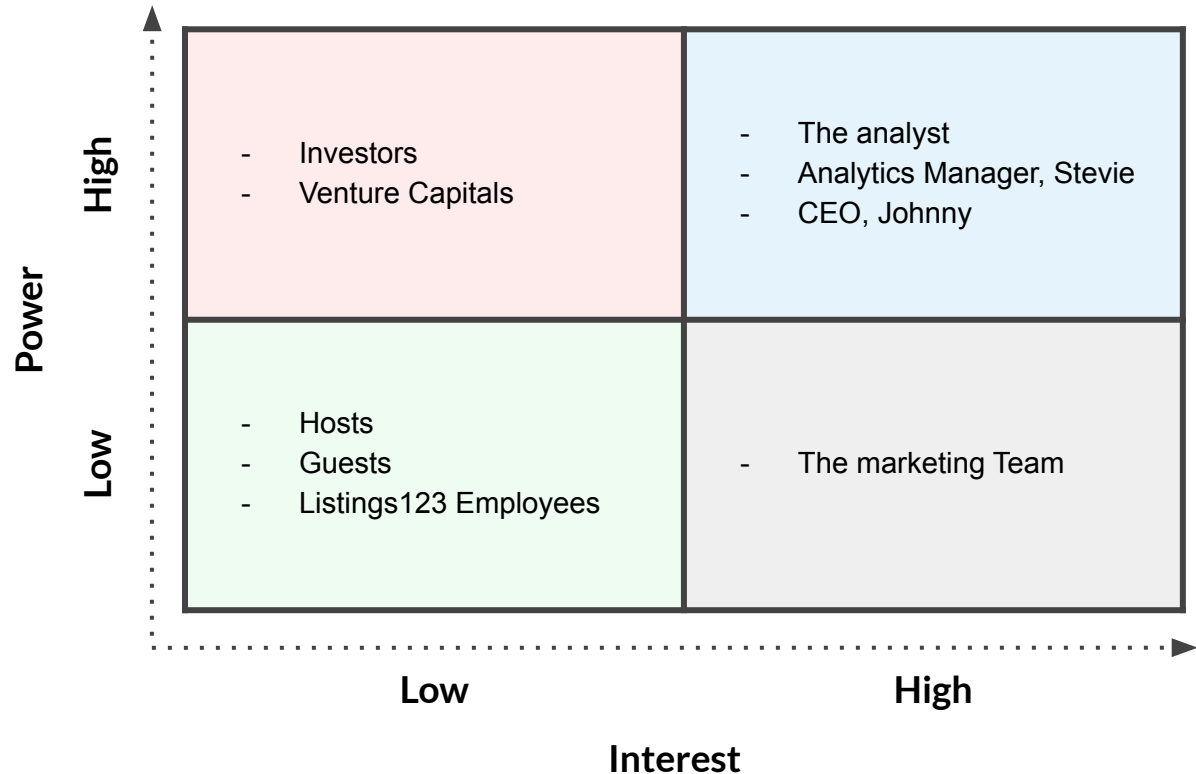
- External Stakeholders:
    - Investors and CVs need data-based insights generated from data specific to the company to ensure the efficiency and effectiveness of the campaign and that they get positive results and a good return on investment. They want their monies to convert into net profit rather than loss from extra marketing expenses. If the campaign is successful and it reaches up to its purpose, they will generate more profit, otherwise they may prefer not to invest.
    - Hosts: without marketing, many existing hosts will not know how to make their listings better, and many potential ones might not hear of Listings123 or how to be competitive if they choose to join in the company.

(B) **Power/Interest Grid (Matrix)**

PATHSTREAM

Power

High

- Investors
- Venture Capitals

- The analyst
- Analytics Manager, Stevie
- CEO, Johnny

Low

- Hosts
- Guests
- Listings123 Employees

- The marketing Team

Low   High

Interest

Understand Listing123's Data

What data do you have access to?

a) How large is your sample data set (in terms of rows and columns)?

Rows: 9

Columns: 15

b) What information do your columns contain?

Host ID, City, State, Room Type, Bathrooms, Bedrooms, Beds, Bed Type, Amenities, Price, Cancellation Policy, Number of Reviews, Days Listed, Review Scores Location, Review Scores Value,

Understand Listing123's Data

What data do you have access to? *(continued)*

c)   **What data types do your columns contain?**

What columns are *Qualitative?*

- Host ID, City, State, Room Type, Bed Type, Amenities, Cancellation Policy.

What columns are *Quantitative*?
- Bathrooms, Bedrooms, Beds, Price, Number of Reviews, Days Listed, Review Scores Location, Review Scores Value.

Understand Listing123's Data

What data is important to the problem? Why do you think certain columns are important?

- Location: Such as the City and State, they can be an indicator of good places to attract more customers.
- Physical traits of the rooms and houses: Room Type, Bathrooms and Bedrooms. They can be seen as indicators to what type of physical structures are more successful.
- Furniture and amenities traits: They can be seen as indicators to what type of furniture as well as the number of the furniture that bring more success. Amenities, also, play a role in defining the desirable or useful features customers are drawn to.
- Price trait: is a good indicator to what people are drawn to. Are they drawn to expensive rooms and houses or cheaper ones? It also helps us define what prices work better in combination to other traits.
- Cancellation policy: is a trait that will give us the opportunity to define how customers approach cancellation policies. What kind of policies tend to be more successful?
- Number of Reviews, Days Listed, Review Scores Location and Review Scores Value: are tools to help define what traits are valuable and what traits are not.

Understand Listing123's Data

Is the data enough to solve the problem? If not, what data do you need?

- We can learn a lot and draw a lot of conclusions from our data. However, it needs to be enriched to draw optimal insights and recommendations from them. Some of the extra data that we will need is:
  - Median frequency of reservations per a specific time period
  - Median Length of the time period of each reservation per host
  - Median return frequency of the same guest per host
  - Other services closer the location