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Listings123 Marketing Campaign Suggestions

Analysis of successful host characteristics



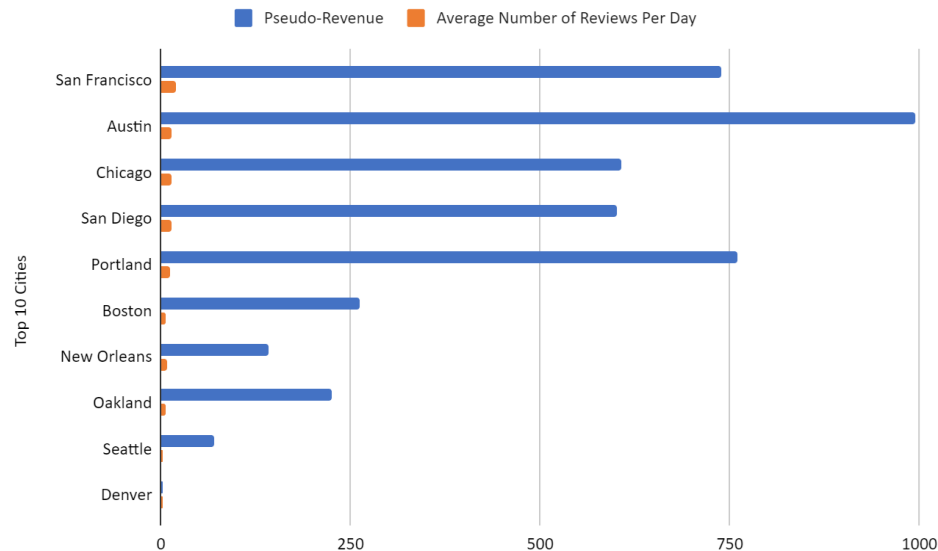
Problem & Resolution

- **Problem:** Listings123 does not have enough funding for their nationwide marketing campaign, because the investors and VCs will not fund the campaign until they are presented with data-based evidence on what traits (qualities and actions) make a successful host for Listings123.
- **Methodology:** Utilized exploratory data analysis to analyze 5550 different properties around the U.S.
- **Solution:** The Data supports the idea that certain locations, higher reviews, and a \$200 or below price per day are characteristic of a good host on Listings123 website.

Location

- Location is a characteristic of a good host on Listings123. San Francisco accounts for almost 30% of the reviews and revenue per day. San Diego average traffic per day is 11% of the review per day. Portland accounts for 10% of the daily traffic.
- The locations on the west coast have more traffic than the other cities and the marketing campaign should focus on these areas first.

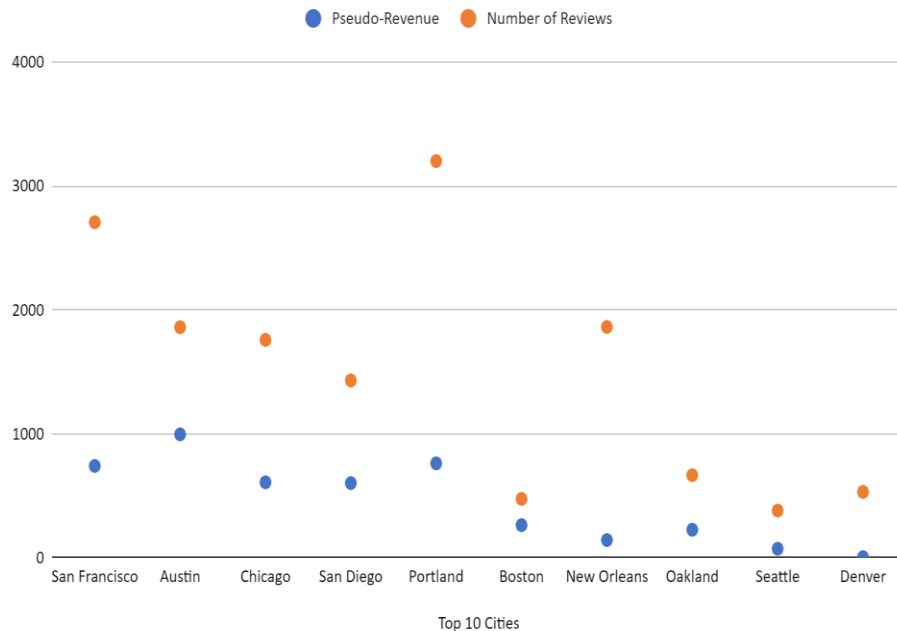
Reviews & Revenue per Day of the Top Cities on Listings123



Higher Reviews

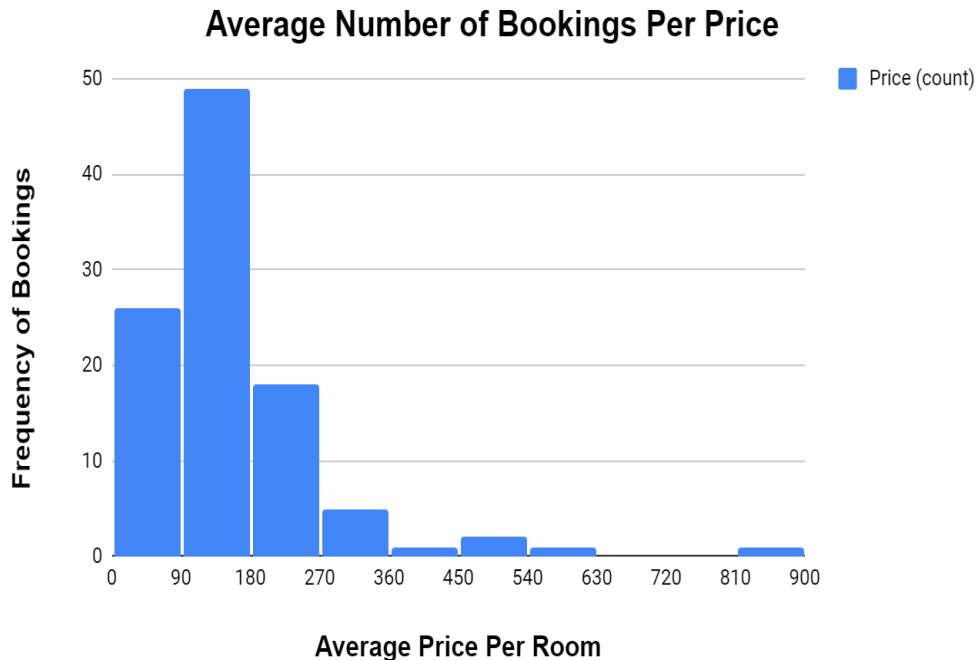
- Higher reviews are a characteristic of a good host. San Francisco accounts for 30% of the reviews and revenue for the company. The same can be seen with Austin and Portland. Portland accounts for about 15% - 20% of the reviews and revenue for the company.
- Incentivizing the reviews for both the host and the customers could lead to success.

Number of Reviews & Revenue of the Top Cities on Listings123



Price

- Host that lists their home(s) at \$200 or lower are a characteristic of a good host. The hosts that listed their homes less than \$200 a day had a high correlation with numbers of booking per day and pseudo revenue. The homes under \$200 accounted for 75% of the hosts on the site.
- Providing an average range to the hosts could stop the host from listing their homes to high.



Next Steps

- Additional Analysis: I would like to pole the hosts with more than 3 homes and get their insights on the characteristics that make them a good host.