

Neighbor Take-Home Test Key Takeaways

Four CSV files were provided—view_listing_detail_event.csv, reservations.csv, amplitude_user_ids.csv, and all_search_events.csv. I was tasked with analyzing these datasets to identify key observations and develop actionable recommendations.

Analysis:

Analysis To Calculate Search -> View Conversions

From this analysis, I concluded:

Unique users who searched: **7941**

Unique users who viewed: **3970**

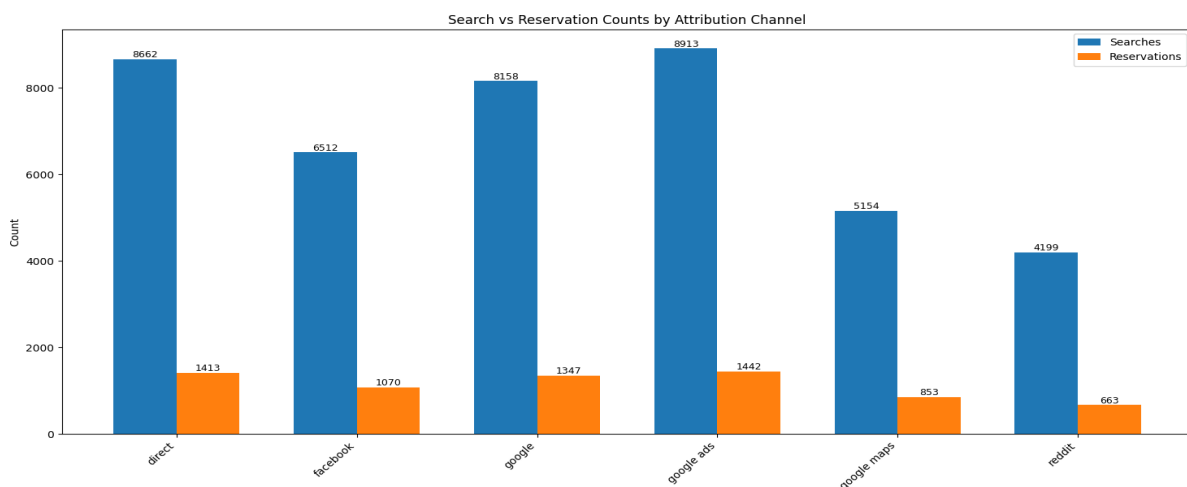
Users who searched and viewed: **3970**

Search → View conversion rate: **49.99%**

The conversion rate from the search screen to a listing was only 49.99%. To understand why it was just half of the expected benchmark, I installed the app and tested it. The first thing I immediately noticed was that the app felt slightly slow and unresponsive. Improving the user experience could significantly boost the conversion rate. The rest of the app performed well, and the listings on the search page contained sufficient details to encourage users to click and view them.

Analysis To Calculate Attribution Channel Metrics

From my analysis, I found that Google Ads generated the highest number of searches, and it also led to the largest number of reservations. This was followed by direct website visits and searches through Google. The chart below illustrates these findings.



Attribution Channel Metrics By Top Ten Cities

Just because a particular channel performs well does not mean more budget should automatically be allocated to it. From my experience at Clearlink, I learned that not all marketing channels and products perform equally well across every city. To validate my earlier analysis, I used SQL to identify the top ten cities by reservations and then examined distinct users who searched the Neighbor app or website from different attribution channels. This analysis confirmed that Google Ads is the strongest driver of traffic to Neighbor's platform, supporting my previous findings. The table below presents the results of that analysis.

City	Channel	User Count
Atlanta	Google Ads	3117
Atlanta	Direct	2481
Boston	Google Ads	3168
Boston	Direct	2350
Chicago	Google Ads	3233
Chicago	Direct	2477
Dallas-Ft. Worth	Google Ads	3228
Dallas-Ft. Worth	Direct	2396
Houston	Google Ads	3211
Houston	Direct	2415
Los Angeles	Google Ads	3263
Los Angeles	Direct	2399
New York	Google Ads	3200
New York	Direct	2524
Philadelphia	Google Ads	3206
Philadelphia	Direct	2446
San Francisco	Google Ads	3189
San Francisco	Direct	2492
Washington DC	Google Ads	3192
Washington DC	Direct	2483

Analysis To Calculate Rate of Payment Failure

From my analysis, I found that the failure rate after a reservation was made was only 4.82%, which is a strong result. This indicates that the vast majority of reservations successfully convert into completed payments. However, having additional details on the specific reasons behind the small percentage of failures—such as payment declines, host rejections, or user cancellations—would provide more actionable insights. Understanding these underlying factors could help identify targeted improvements, prevent avoidable losses, and further optimize the overall reservation process.

Conclusion:

Overall, the analysis highlights strong performance in several areas, including a low reservation failure rate of just 4.82% and clear evidence that Google Ads is the dominant driver of both searches and reservations across nearly every top city. This finding was consistent across multiple attribution funnel analyses, where Google Ads outperformed direct traffic, organic Google searches, and other channels in both reach and conversion effectiveness. At the same time, the search-to-view conversion rate remains a concern at 49.99%. Improving app responsiveness and overall user experience could unlock significant gains in this funnel stage, leading to more reservations downstream.

Additionally, while Google Ads currently represents the largest opportunity, it is important to note that channel performance varies by geography. As seen in the city-level attribution breakdown, direct traffic still plays a major role in certain markets, reinforcing the need for a balanced, localized marketing strategy rather than over-reliance on a single channel. Finally, collecting and analyzing more granular data on the small fraction of failed reservations would provide actionable insights into payment declines, cancellations, or host-related rejections.

By combining funnel optimization, targeted user experience improvements, and a channel mix strategy informed by city-level attribution insights, Neighbor can maximize marketing ROI, reduce inefficiencies, and strengthen sustainable growth across its platform.