Insight\_1

***Insight 1: Impact of Listing Type on Price***

***Reference output table***

| ***cat\_\_Listing Type\_Auction*** | ***cat\_\_Listing Type\_AuctionWithBIN*** | ***cat\_\_Listing Type\_FixedPrice*** | ***cat\_\_Listing Type\_StoreInventory*** | ***num\_\_Price*** |
| --- | --- | --- | --- | --- |
| ***Auction*** | ***0.0*** | ***0.0*** | ***0.0*** | ***-0.027659*** |
| ***Not Auction*** | ***0.0*** | ***0.0*** | ***1.0*** | ***-0.033703*** |
| ***Not Auction*** | ***0.0*** | ***1.0*** | ***0.0*** | ***0.000217*** |
| ***Not Auction*** | ***1.0*** | ***0.0*** | ***0.0*** | ***0.105085*** |

**1. Auction vs Fixed Price Listings:**

* **Actionable Insight**: If you observe that the average price for Auction listings is lower (e.g., -0.027659) than for FixedPrice listings (e.g., 0.000217 or 0.105085), beginners can optimize their pricing strategy by choosing **FixedPrice** for items they believe have steady demand, as these may yield better prices.
* **Why It’s Useful**: Auctions often result in a wider price range, where bidding can drive prices higher, but the risk is also there that the price might be lower than expected. Fixed-price listings are more predictable, which may suit a beginner who is just starting to build credibility and stable sales.

**2. Auction with Buy It Now (BIN):**

* **Actionable Insight**: If you see that AuctionWithBIN listings have significantly higher average prices (e.g., 0.105085), beginners might want to experiment with combining **Auction** listings with a **Buy It Now (BIN)** option. This will give buyers the flexibility to purchase at a fixed price if they don’t want to wait for the auction to end.
* **Why It’s Useful**: Offering a BIN option with an auction can be a win-win strategy: if the auction does not attract enough bids, buyers can still purchase the item at the preset price, potentially increasing the overall price and sales stability.

**3. Store Inventory Listings:**

* **Actionable Insight**: If StoreInventory listings have a lower average price (e.g., -0.033703), it could suggest that **Store Inventory** listings are more common for items that are priced more competitively or in bulk.
* **Why It’s Useful**: Beginners selling in **bulk** or with a large variety of items may consider listing items in their **store inventory** if they are aiming for quicker turnover and steady sales rather than maximizing the price of individual items. This might suit sellers with large inventories or those selling lower-cost items that benefit from fast sales.