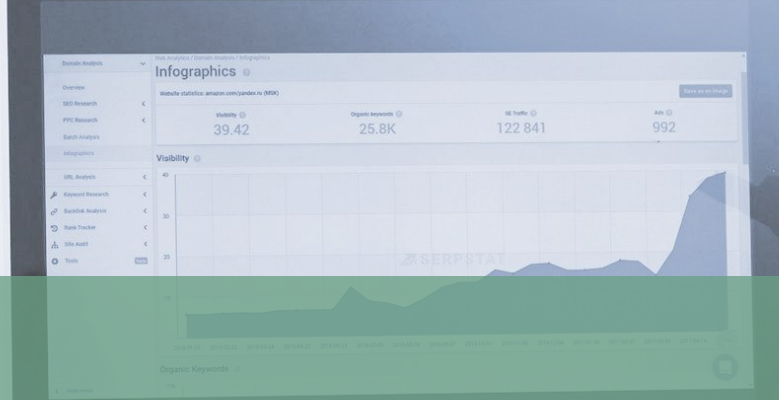# Product ideas & business opportunities

Skills test // Romain Doré

Highlights

01 APPROACH
Overview of data and analytical prisms

02 MAPPING OF USERS
Geographical proximity of users

03 PRICE DIFFERENTIAL
Comparison of price between selling and posting

04 NATURE OF THE AUDIENCE
Number of connections and age of users

05 KEY LEARNINGS
Insights and development paths

Approach

Source

Referral links
referrer/referred user

Adv. transactions
ad buyer, ad owner, price

Users informations
location, traffic sources

Mapping of users
location of buyers/referrers

Price Differential
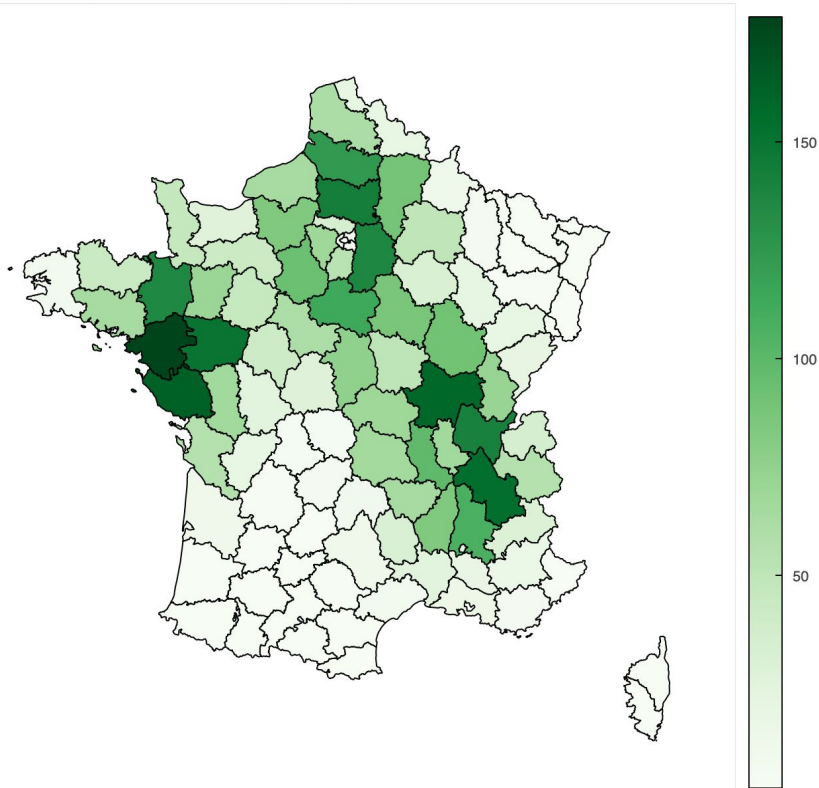sold price vs starting price

Nature of the audience
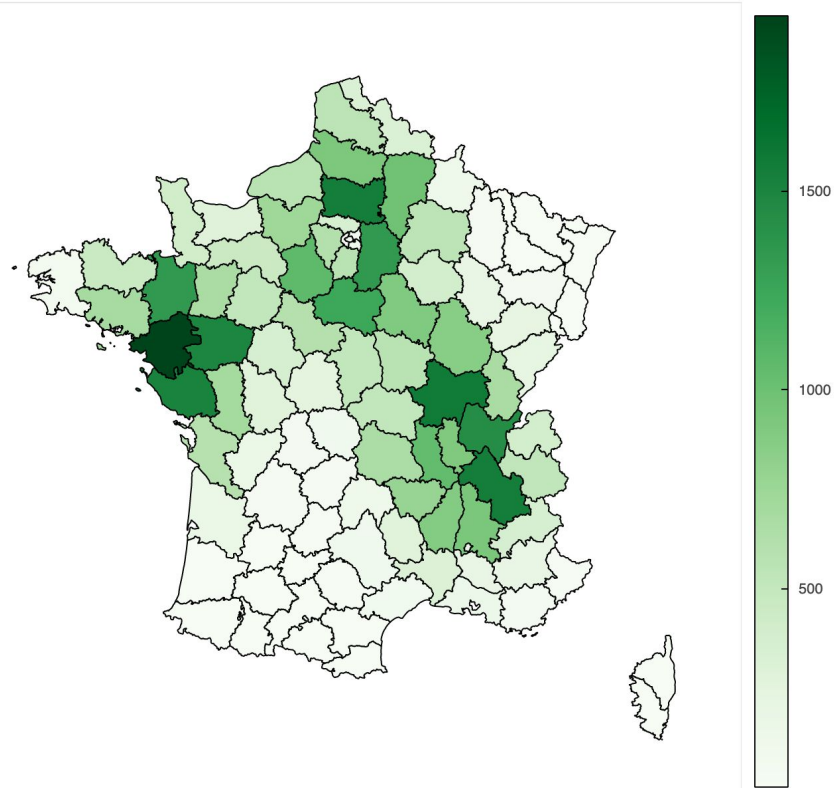Activity et profiles

Analysis

Mapping of users

02

Location of buyers (number of buyers by department)

Location of referrers for each buyer (number of referrers by department)

Mapping of users

Paradoxically, referral system appear to remain at the regional level and not local one

Only 24% of referrals are registered with at least one referrer within 50 km

Median distance between a referred users and his referrers is roughly 350 km

It would be interesting to launch well-targeted **Facebook ads based on geolocation** with new partnerships (regional communities) as sounding board to feed empty areas of ads. It could reveal **opportunities at the very local level for other verticals conducive to proximity transactions**. Distance between the referrers and the users which are referred could be reduced by **developing features or offers** which **encourages local initiatives** such as gratifications for neighbors or local merchant referred.

Price differential

The differences between the sold price and the advertised price do not seem to differ by type of ad (statistical tests should be carried out to assess the significance)

Price differential between selling et posting by type of ad
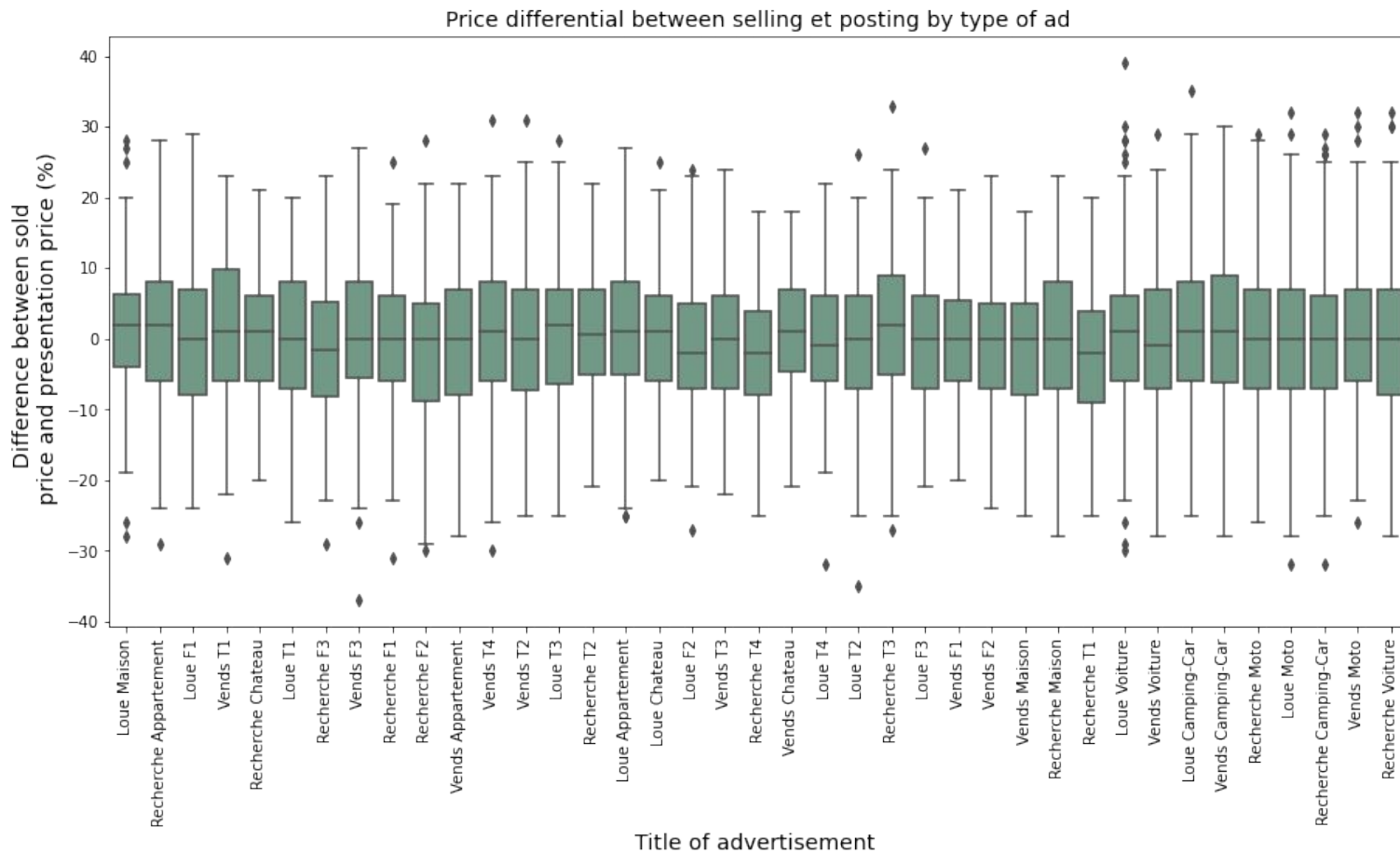
However, the dispersion of the box plots reveals important variations on the correct estimate of the price at the start.

A quarter of ad with transactions have a price difference greater than or equal to 7%

To further improve the user experience (excluding pros) in the production of ads, it seems judicious to add for the real estate and vehicle verticals, a **price suggestion engine based on the characteristics of the property** (model that will be fed by historical website data and why not by open data). This would make it possible to level out our box plots, a sign of a fair price which **will shorten the ad life and therefore increase user satisfaction**

Nature of the audience

04

A majority of active users (buyers or owners) have logged in less than 25 times and are mostly in the 35-55 age group.

Number of connections by age
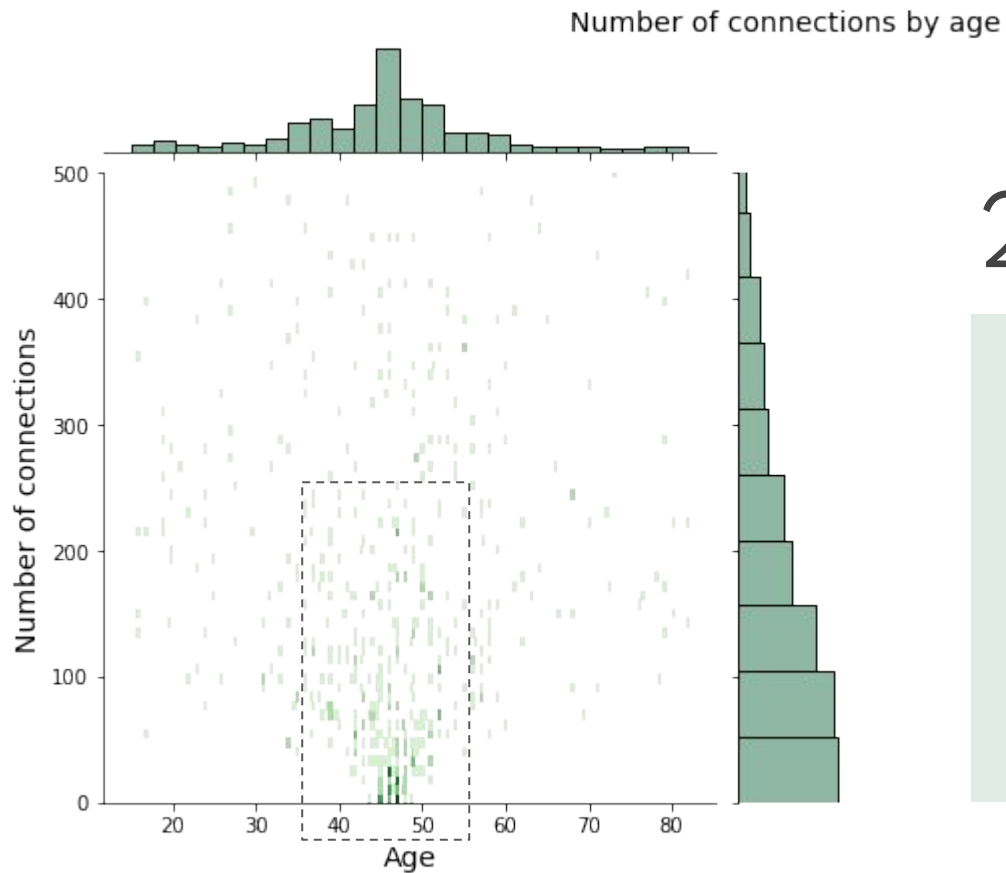
2 third of users are inactive

We should increase the traffic website for those under 35 years old by carrying out marketing actions on other verticals. Users who are more than 55 years with strong potential of real property is an audience to acquire
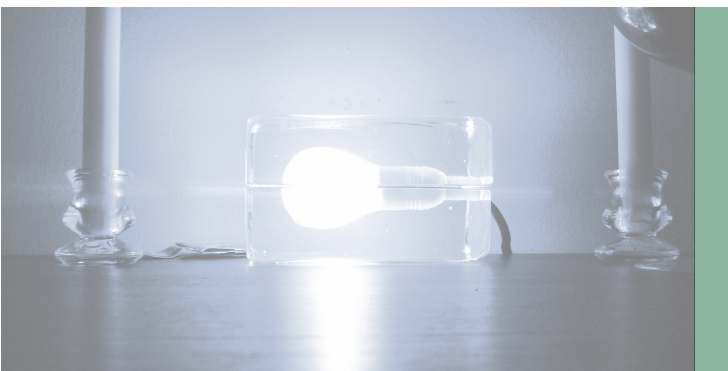
Insights &
Product Ideas

05

Insights

- Narrow location circle which limit local development other geographic expansion
- Substantial difference between sold price and starting price
- Over-represented age group and high proportion of inactive users

Product & business ideas

- Purpose a bonus system to local initiative
- Build a price selector engine
- Focus marketing initiatives on areas of interest, specific age and geolocation
- Set up at registration a punchy Q&A that strengthens the adhesion and implication of users and gives more input data which could start with :
  What type of advertisements would you like to see on our website ?
  (crazy propositions mixed up to real propositions of verticals)

MERCI DE VOTRE ATTENTION !