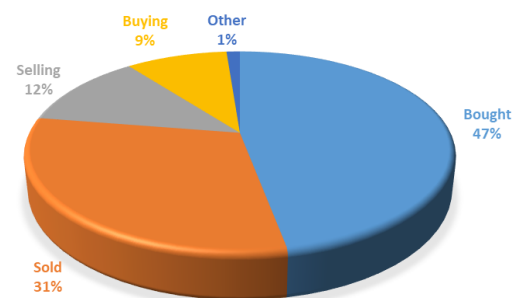


Design Research

DATA ANALYSIS

Contact rate drivers



12%
Selling contact rate

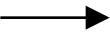
31%
Sold contact rate



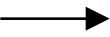
Seller issues have ocupied more than half of the whole contract rate. And ususally they are likely to need more help from customer service after ticket sold.

Payout failure rate

15.99% New seller payout failure rate	5.74% Existing seller payout failure rate
8.64% PayPal failure rate	6.02% Direct deposit failure rate

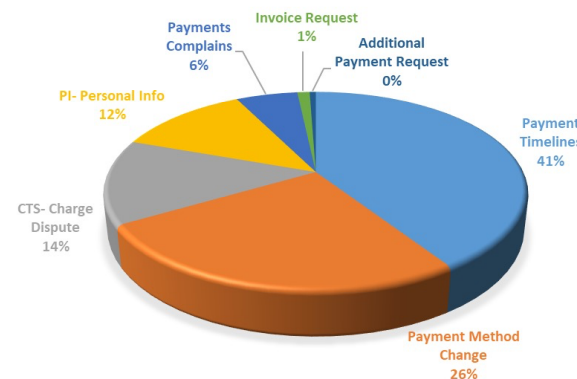


New sellers are easier to get payout issues (add a valid payout method) when compared with exisitng sellers with payout method on file.



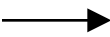
Sellers have more issues while using PayPal.

Payment queries reason



26%
Payout timeline
contact rate

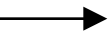
41%
Payout method change
contact rate



The top 2 seller post-sale issues are about payout timeline and payout method change.

Payout method counts

Direct deposit account		
1 60% large sellers	2 20% large sellers	1 90% individual sellers
PayPal account		
1 60% large sellers	2-3 20% large sellers	1 90% individual sellers



Most of the sellers only have 1 PayPal account.

Large sellers may have more direct deposit accounts(2-3) for each currency to recieve payouts.

* All data came from StubHub payment analytic tools and reports (PQS, Tableau, BigQuery, CE reports)