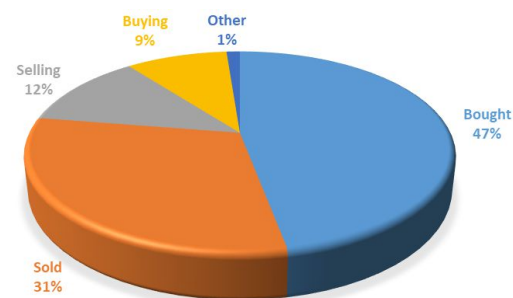


Design Research

DATA ANALYSIS

Contact rate drivers



12%
Selling contact rate

31%
Sold contact rate

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

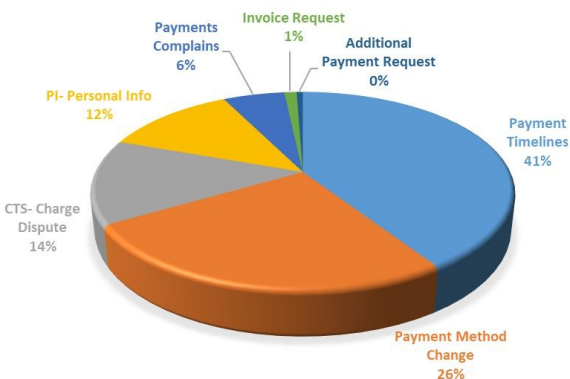
Payout failure rate

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)