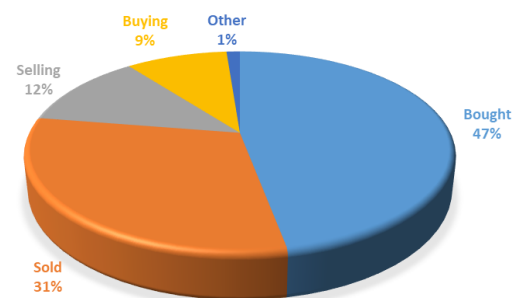


Design Research

DATA ANALYSIS

Contact rate drivers



12%
Selling contact rate

31%
Sold contact rate

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

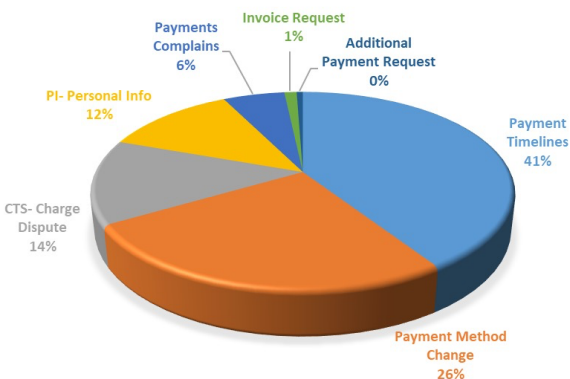
Payout failure rate

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

New sellers are easier to get payout issues (add a valid payout method) when compared with existing 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

Category	Count	Percentage
Direct deposit account		
PayPal account		

Category	Count	Percentage
Direct deposit account	1	60%
PayPal account	1	60%
Direct deposit account	2	20%
PayPal account	2-3	20%
Direct deposit account	1	90%
PayPal account	1	90%

Most of the sellers only have 1 PayPal account.

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

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