Listings123

Frame A Business Problem

PATHSTREAM

A Understand Listings123

WHO: Who is involved in the problem/project?

- CEO (Johnny)
- Analytics Manager (Stevie)
- Analyst (Me)
- Hosts
- Guest
- Investors/VCs

Understand Listings123

WHAT: What problem has to be solved? What data would you need in order to solve that problem? What would be the ideal solution for that problem? What happens if the problem is not solved?

The problem to be solved is the company does not have the money to do their nationwide marketing campaign which will help expand to new cities. The data that is needed to solve this problem are the host traits that make listings successful. The ideal solution for the problem is to provide the investors/VCs with data-based evidence so that Listing123 can get the funding to do the campaign. If the problem is not solved, Listing123 will not be able to expand to new cities and potentially costing them to lose money in the future, due to not being able to get new hosts.

WHERE: Where does the problem occur? Where do you need to solve the problem?

The problem occurs in Listing123 finance department. The problem needs to be solved within the company's analytics/data department.

(A) Understand Listings123

WHEN: When does the project need to be completed? When does the issue occur?

The project needs to be completed within the next two weeks. The issue has recently occurred and was brought up in a weekly team meeting.

WHY: Why should this problem be solved? Why does the issue occur?

This problem should be solved so that Listing123 can expand to new cities and add more hosts to their marketplace. The issue occurs because the company is young and does not have data-based evidence on the things that make listings successful.

B Understand Listing123's Stakeholders

Who are your stakeholders?

Internal:
- **CEO (Johnny)**
- **Analytics Manager (Stevie)**
- **Analyst (Me)**
- **Listing123's employees**

External:
- **Investors/VCs**
- **Guests**
- **Hosts**

Ⓑ Understand Listing123's Stakeholders

How is each stakeholder involved? What can each stakeholder contribute to the project?

Internal:
- **CEO (Johnny): Johnny makes the final decisions and is the leader of the company.**
- **Analytics Manager (Stevie): He provides the current data to be analyzed for the project. He will help advise the CEO on the best decision to make.**
- **Analyst (Me): Contributes time and knowledge to understand and fix Listing123's problem. They will give the recommendation on the course of action to take based on the data.**
- **Listing123's employees: They are affected by the decisions that the company makes i.e. they could potentially lose their jobs or get a raise. The employees do not contribute to the project**

Understand Listing123's Stakeholders

How is each stakeholder involved? What can each stakeholder contribute to the project? *(continued)*

External:
- **Investors/VCs: They need to see data reports so that they can provide funding. They have a financial contribution to the project.**
- **Guests: They rent/book the current listings on the marketplace. They do not know they are involved in the project, therefore they do not contribute anything.**
- **Hosts: They provide housing to be listed on Listing123's marketplace. They do not know they are involved in the project, therefore they do not contribute anything.**

B Understand Listing123's Stakeholders

Why is your project important to each stakeholder?

Internal:
The project is important because lack of funding and not being able to perform the campaign, can lead to a loss of jobs, or worst, the closure of the company.

Understand Listing123's Stakeholders

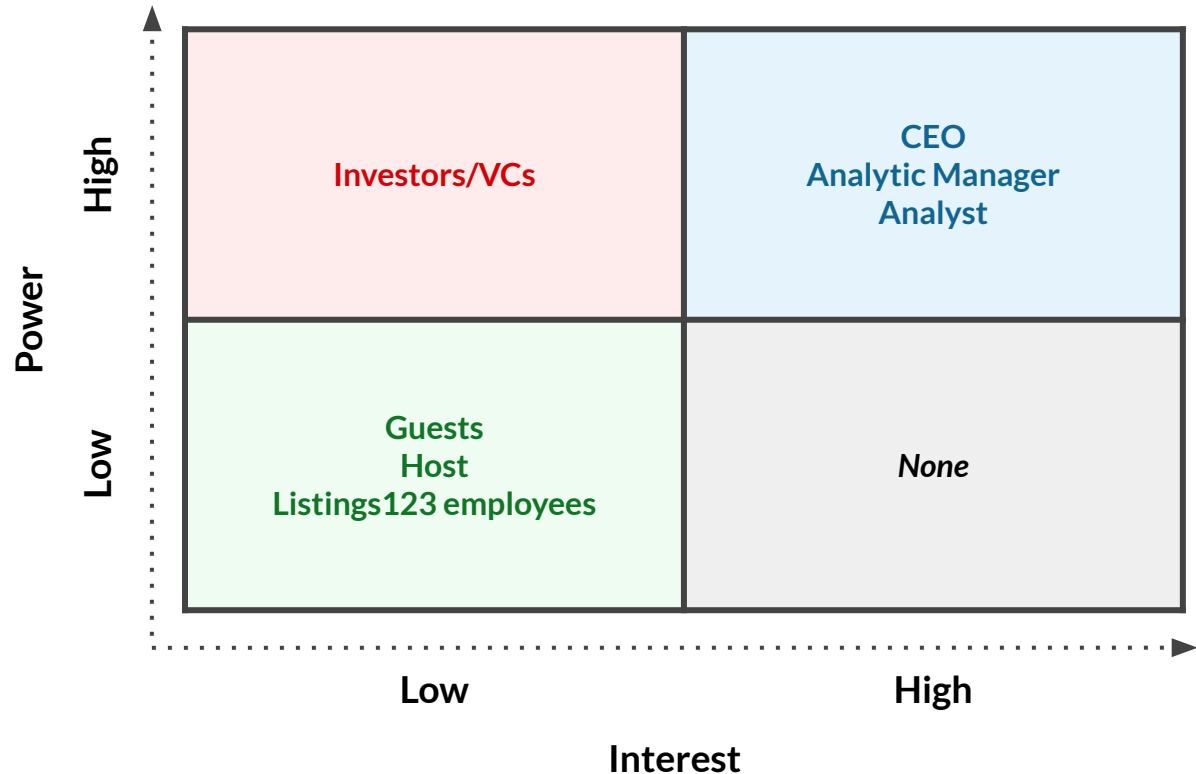**Why is your project important to each stakeholder?** *(continued)*

External:
- **Investors/VCs: The investors would like to be able to ensure a return on their investment before providing funding to the company.**
- **Guests: If Listing123 is not able to expand its business, there could be a loss of revenue and the company could close. If this happens, the guest will no longer be able to use the marketplace for their needs.**
- **Hosts: The outcome of the project could end with them getting better insights on how to make their listings better or cause the hosts to lose a source of income.**

Power/Interest Grid (Matrix)

Power

High

Investors/VCs

**CEO
Analytic Manager
Analyst**

Low

**Guests
Host
Listings123 employees**

None

Low   **High**

Interest

Explore Listing123's Data

What data do you have access to?

a) How large is your sample data set (in terms of rows and columns)?

Rows: 9

Columns: 15

b) What information do your columns contain?

The information in the columns are Host Id, City, State, Room Type, Bathrooms, Bedrooms, Beds, Bed Type, Amenities, Price, Cancellation Policy, Number of Reviews, Days Listed, Review Scores Location, and Review Scores Value.

Explore Listing123's Data

What data do you have access to? *(continued)*

c)   What data types do your columns contain?

What columns are *Qualitative?*
The qualitative columns are Host ID, City, State, Room Type, Bed Type, Amenities and Cancelation Policy.

What columns are *Quantitative?*
The quantitative columns are Bathrooms, Bedrooms, Beds, Price, Number Of Reviews, Days Listed, Review Scores Location, and Review Scores Value.

Explore Listing123's Data

What data is important to the problem? Why do you think certain columns are important?

All of the data provided is important to the problem. These column are important because they show the general description, affordability and opinion of the listing.

Explore Listing123's Data

Is the data enough to solve the problem? If not, what data do you need?

This data is not enough to solve the problem. Some other information that could be essential to know are: the activities in the area of the listing, the reason for rental (i.e. family outing or business trip), ease of travel/transportation in the area, how many times the rental has been booked, and how long the listing can be booked for.