



 ezhome

Know Thy Gardener

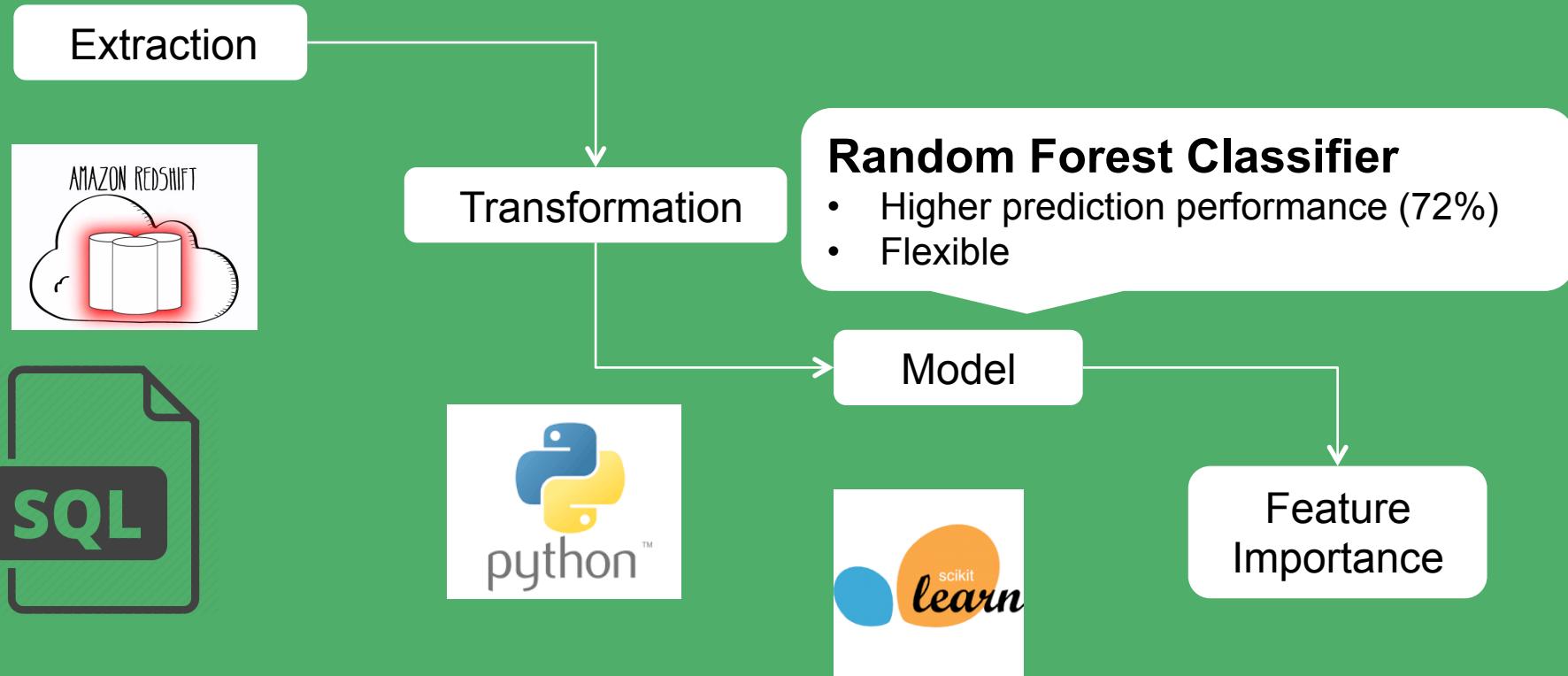
Ujwal Kharel

# Goal

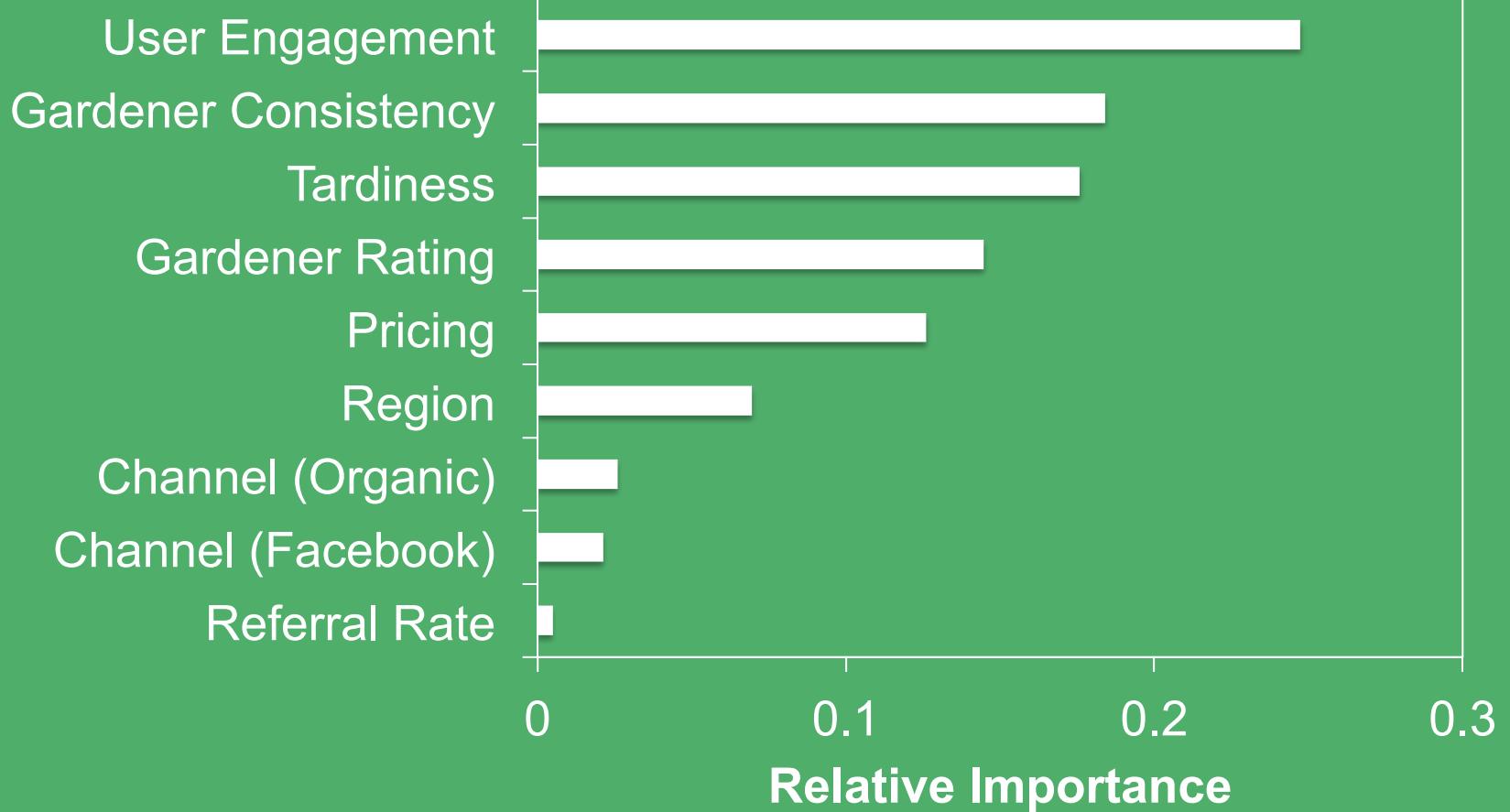
Find features that  
predict user ratings



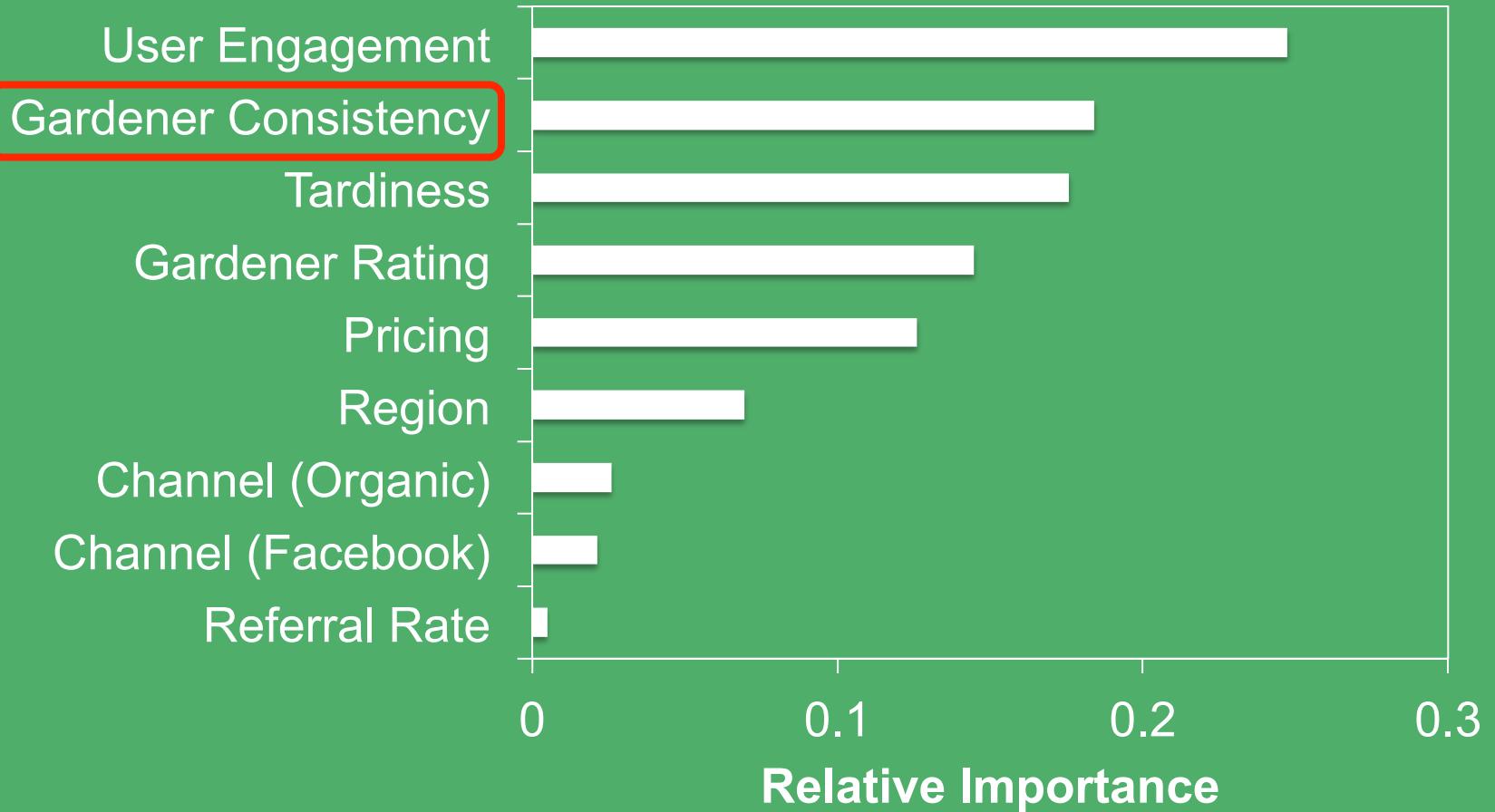
# Pipeline



## Feature Importance



## Feature Importance





## Highest-rated reviews

“Gardner[sic] Robert is really a great & hard working guy”

“Art - our gardener- is great, proactive and perfect communications skills.”

“Jesse came and did a great job”

## Lowest-rated reviews

“...these guys managed to butcher my plants...”

“...a different gardener every time ...”

“When the ‘hand pruner’ turned up, he said none of our shrubs needed any extra service...”

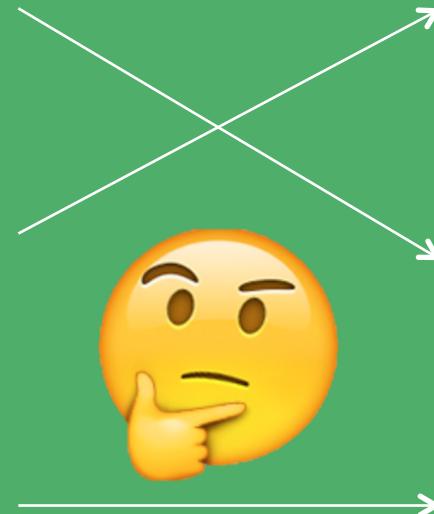


# Gardener-Home Assignment

First Visit

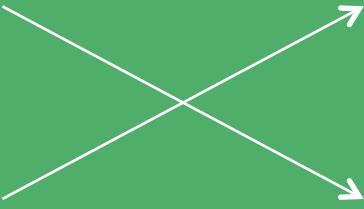


Second Visit



# Natural Experiment!

## First Visit

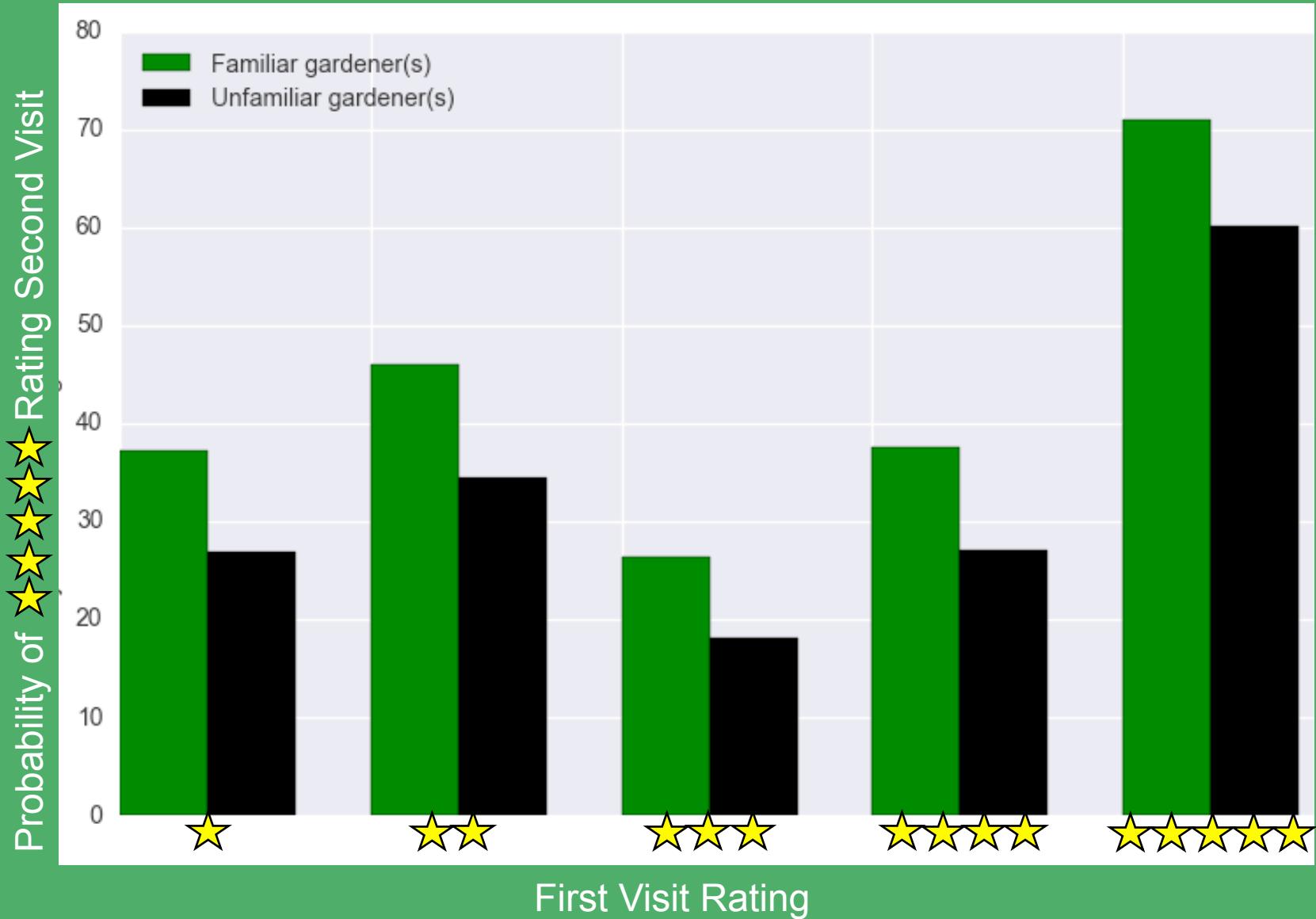


## Group 1



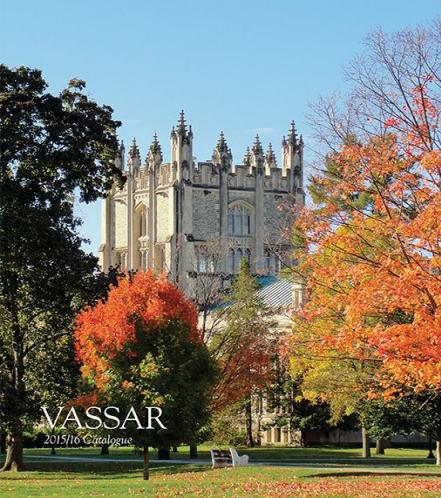
## Group 2

# ~10% Lift by Sending a Familiar Face



# Recommendations

- Consider a more consistent gardener-home assignment
- Use project estimates for cost-benefit analysis
  - Benefits: Greater user experience, onboarding, more referrals, growth
- Further experiments, if feasible
  - 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> visits



	<b>Control</b>	<b>Treatment</b>		
	<b>N = 215</b>	<b>N = 121</b>	<b>p-value</b>	<b>Test</b>
<b>Gardener Rating</b>	4.20	4.21	0.66	t-test
<b>User Engagement</b>	5.11	4.91	0.71	t-test
<b>Referrals</b>	0.03	0.17	0.10	t-test
<b>Pricing</b>	25.27	22.31	<b>0.04</b>	t-test
<b>Tardiness</b>	18.42	15.37	<b>0.06</b>	t-test
<b>Channel</b>			0.12	Chi-square
<b>Region</b>			<b>0.06</b>	Chi-square

# Lower Probability of Getting a Bad Rating

