



 ezhome

Know Thy Gardener

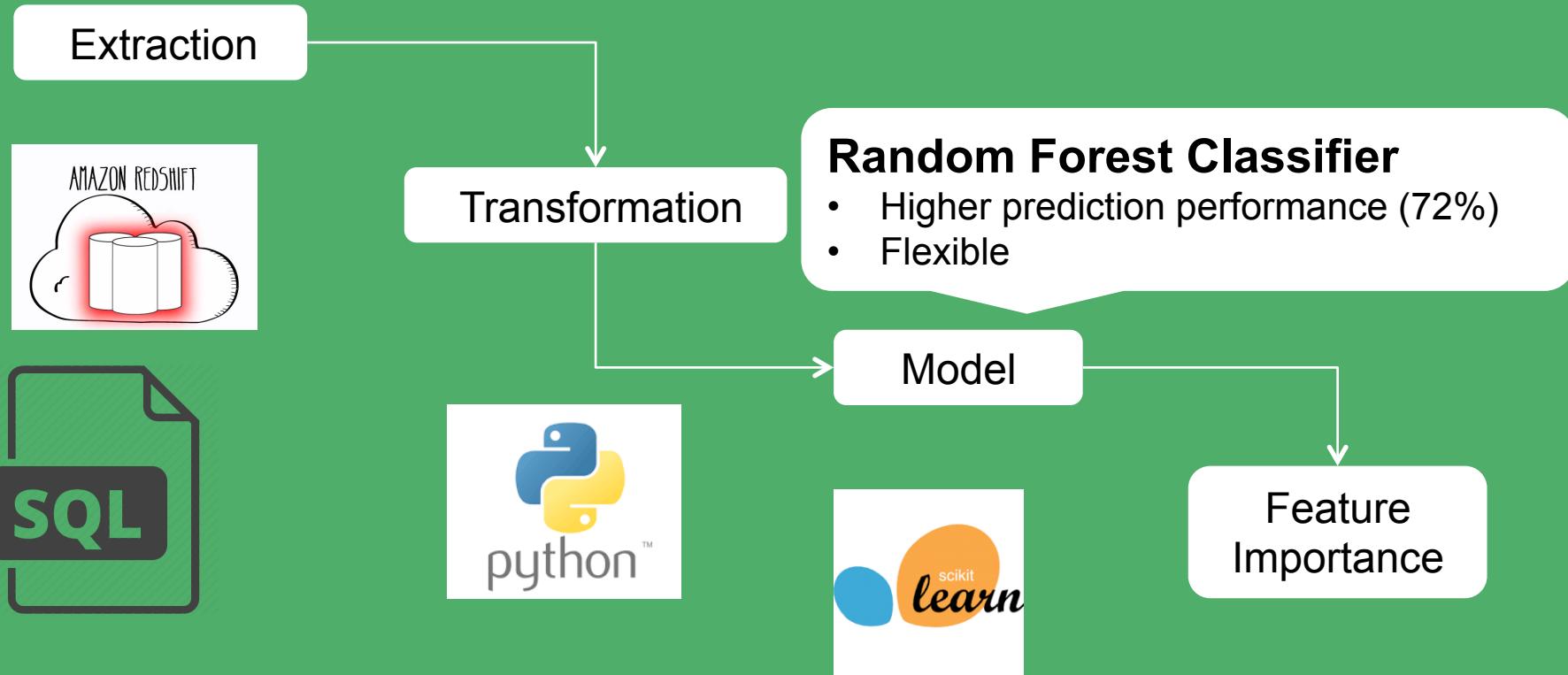
Ujwal Kharel

Goal

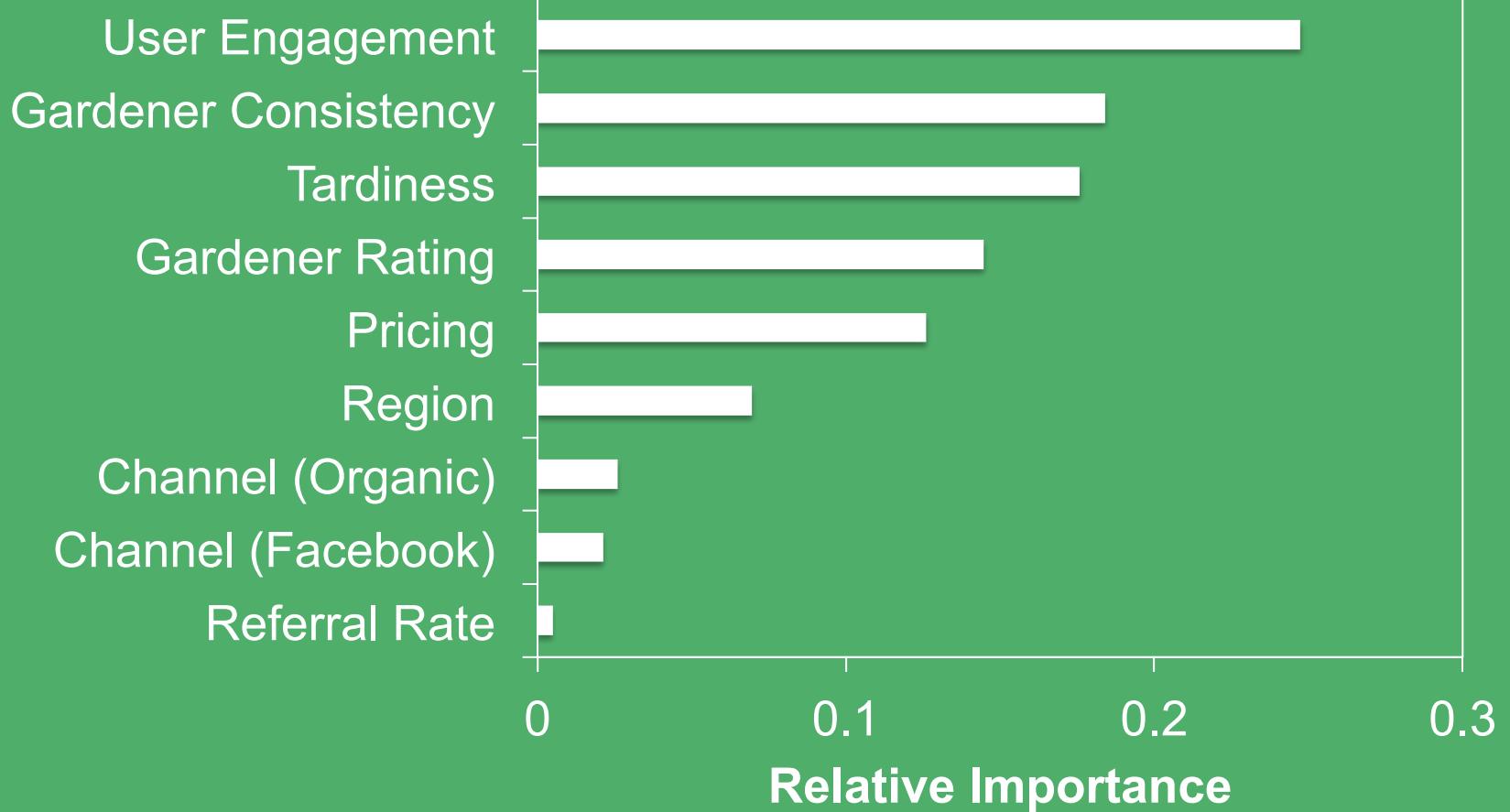
Find features that
predict new users'
ratings



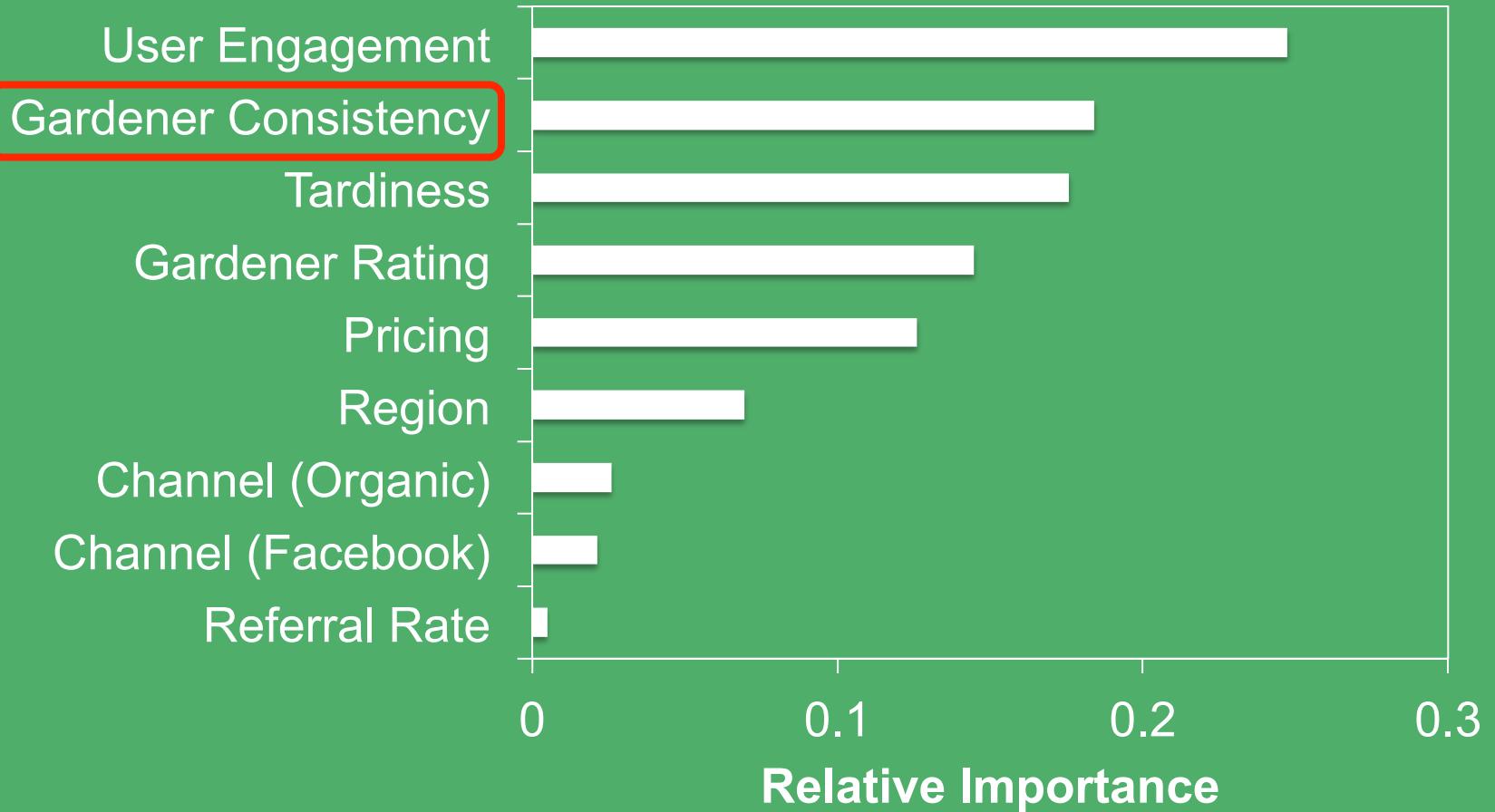
Pipeline



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...”

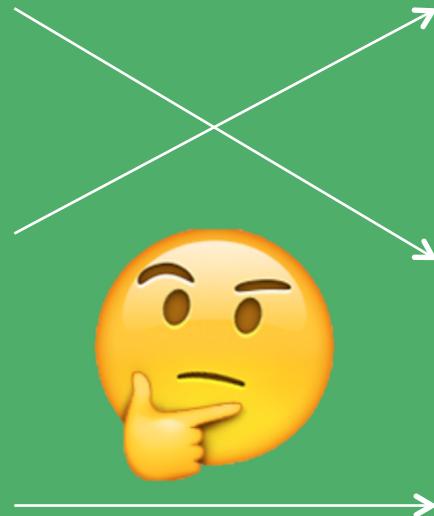


Gardener-Home Assignment

First Visit

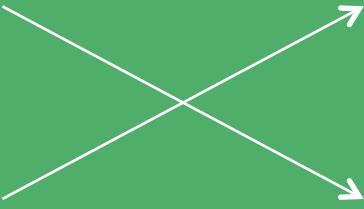


Second Visit



Natural Experiment!

First Visit



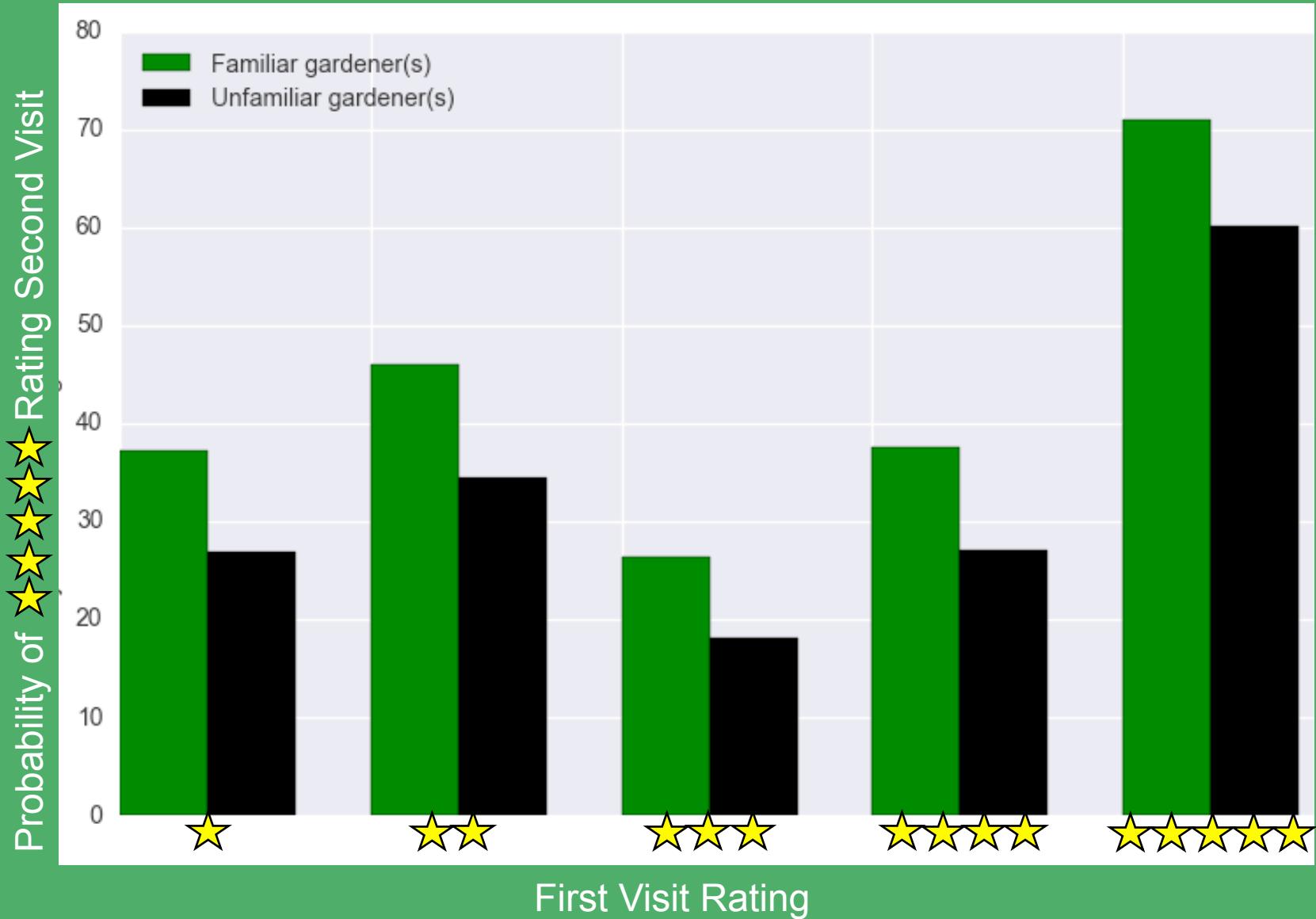
Group 1



Group 2

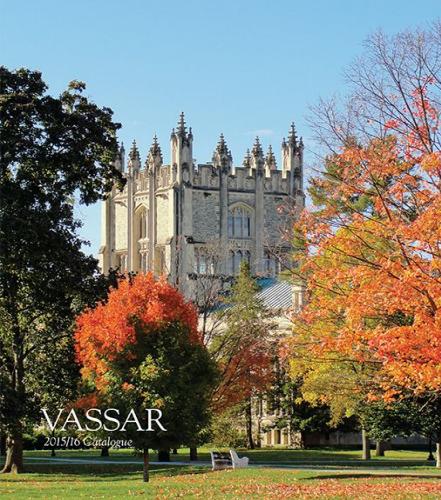


~10% Lift by Sending a Familiar Face



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
 - 2nd, 3rd, 4th visits



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

Lower Probability of Getting a Bad Rating

