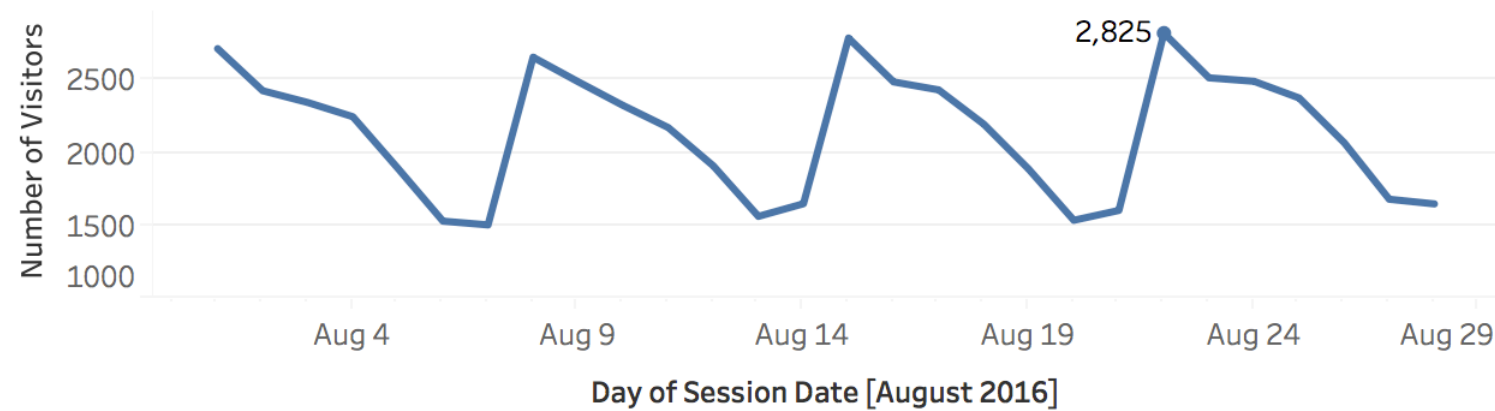


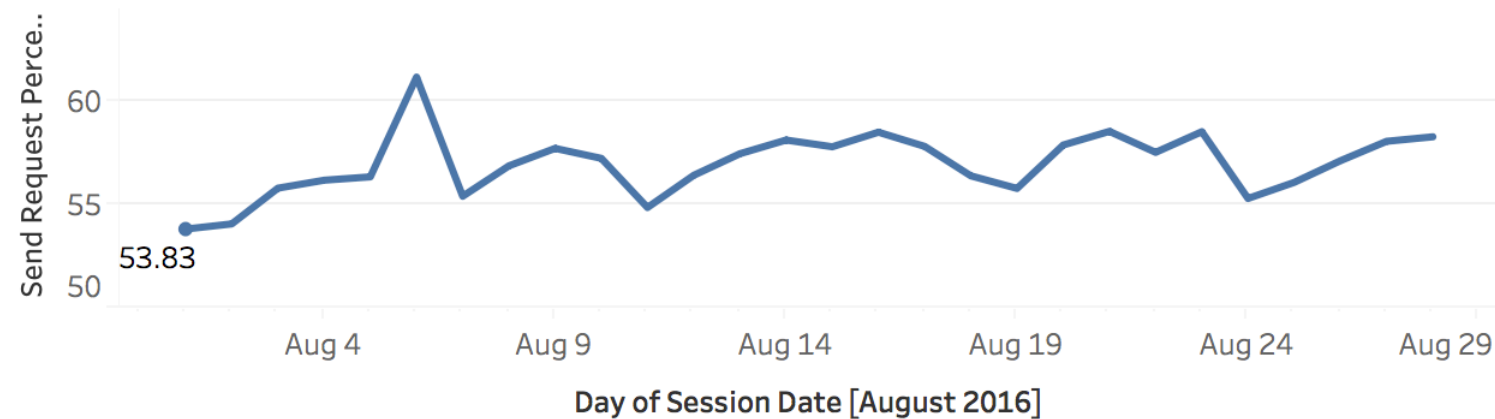
# Visitors and Conversion Rate

## Number of Visitors



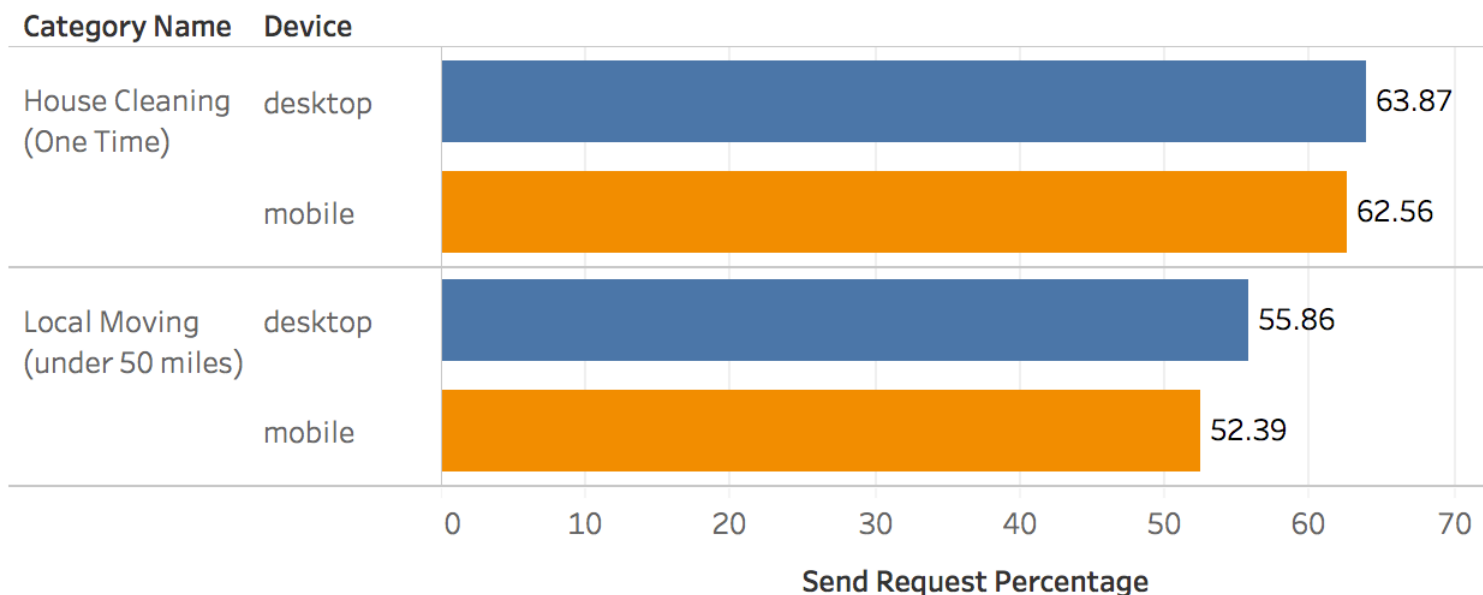
The number of visitors shows a pattern that it reaches its highest amount on each Monday and lowest amount on each Saturday.

## Send Request Percentage



The sending request percentage is mostly range between 55% - 60%, without a significant weekly pattern.

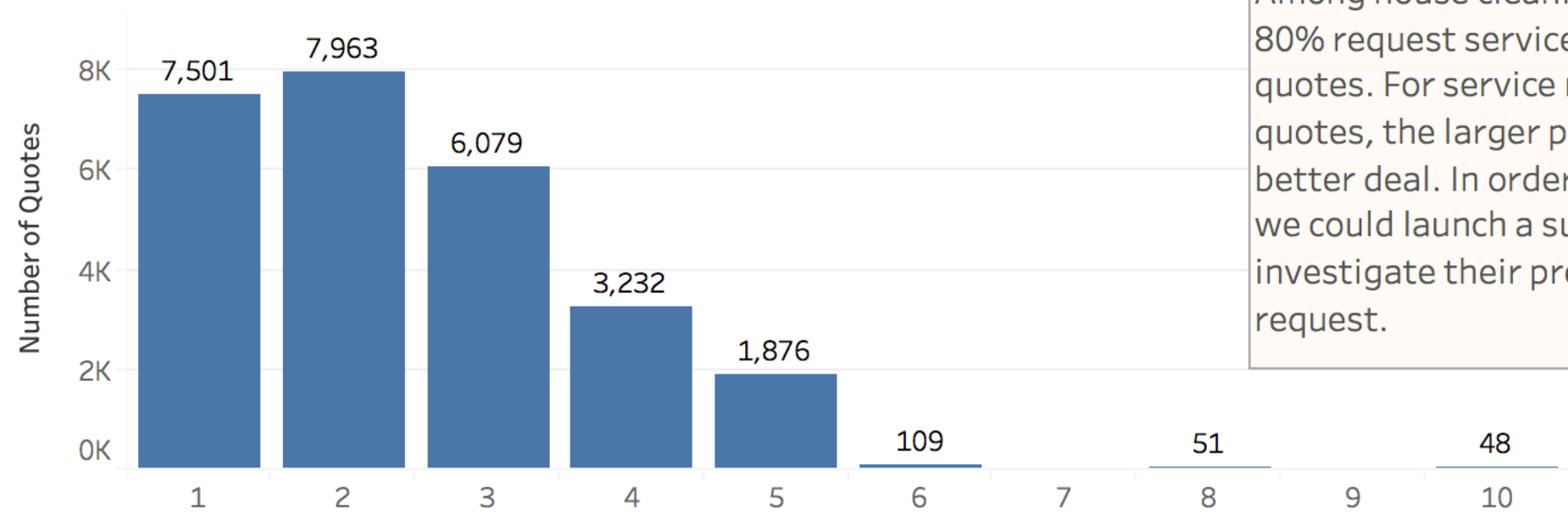
## Category and Device Influences



In general, house cleaning has higher send-request-percentage than local moving service. Both services have more users in desktop, compared with mobile device. Possible suggestions will be

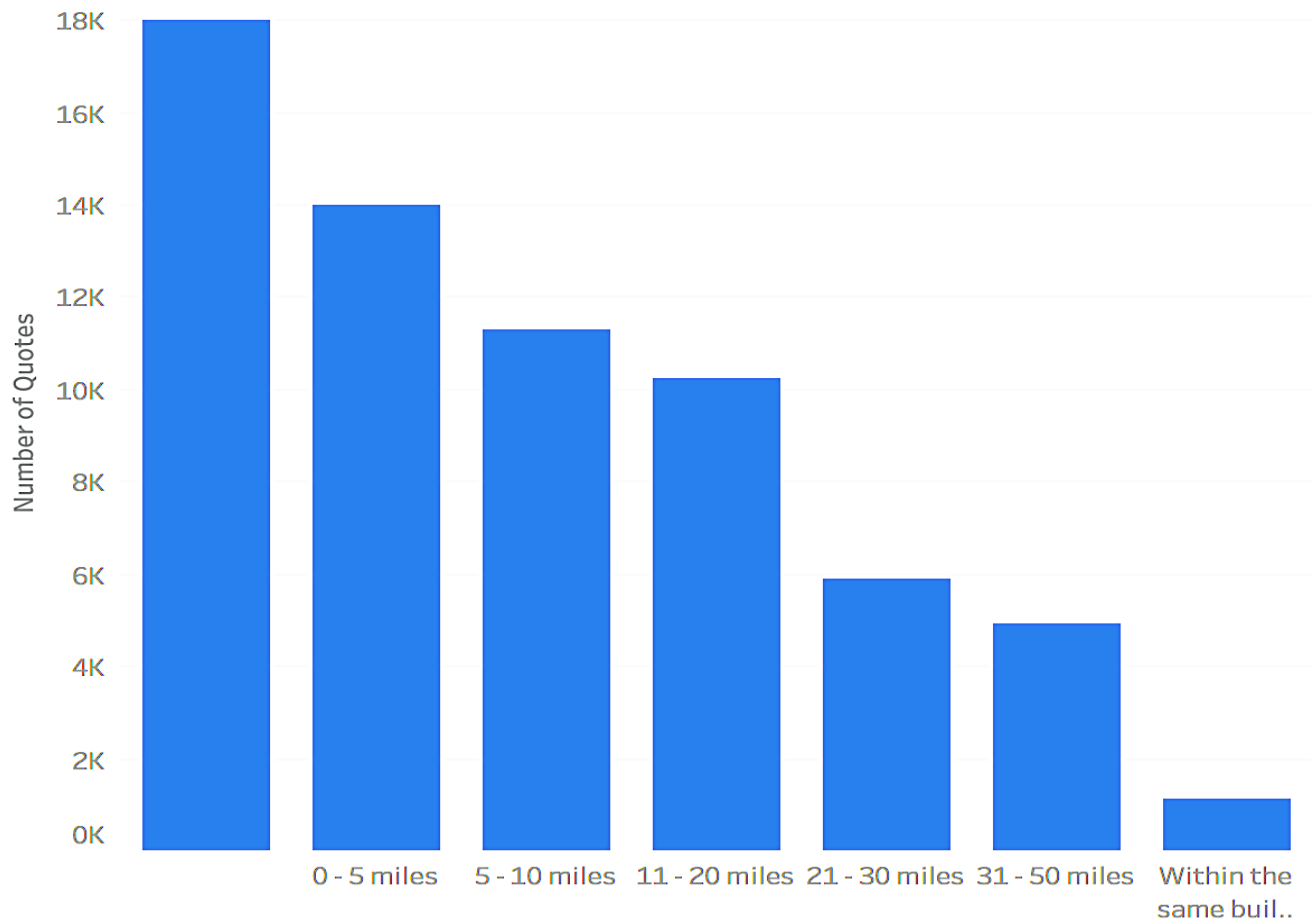
1. For local moving service, reasearch on lower send-request-percentage on both desktop and mobile platform. Potential reason maybe unclear instruction, smaller button, or lack features.
2. Improving mobile device UI experience or enhance mobile stability. Could run A/B testing on potential UI experience improvement

# The Distribution of Number of Quotes Per Request



Among house cleaning and local moving services, 80% request service has less than/equal to 3 quotes. For service requestors, the more number of quotes, the larger possibility requestors find the better deal. In order to get better user experience, we could launch a survey among selected users and investigate their preferred number of quotes per request.

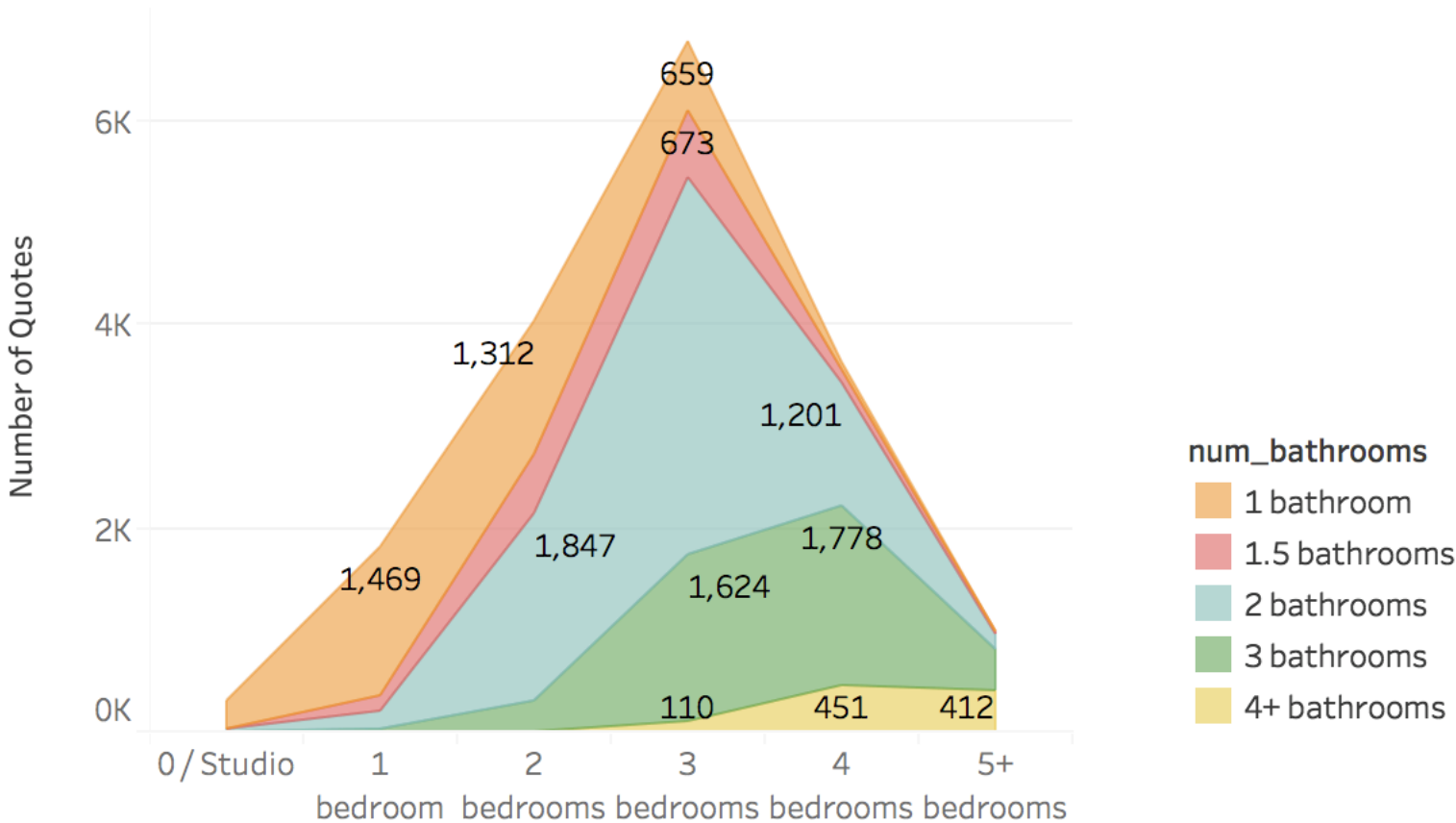
# Quote Number - Local Moving



\* The furtuer moving distance, the lower willingness pros provide services.  
\* Most services are within 20 miles.  
\* Even no distance information, there are still some pros willing to submit quotes.  
\* Around 2/3 services are submitted by desktop.

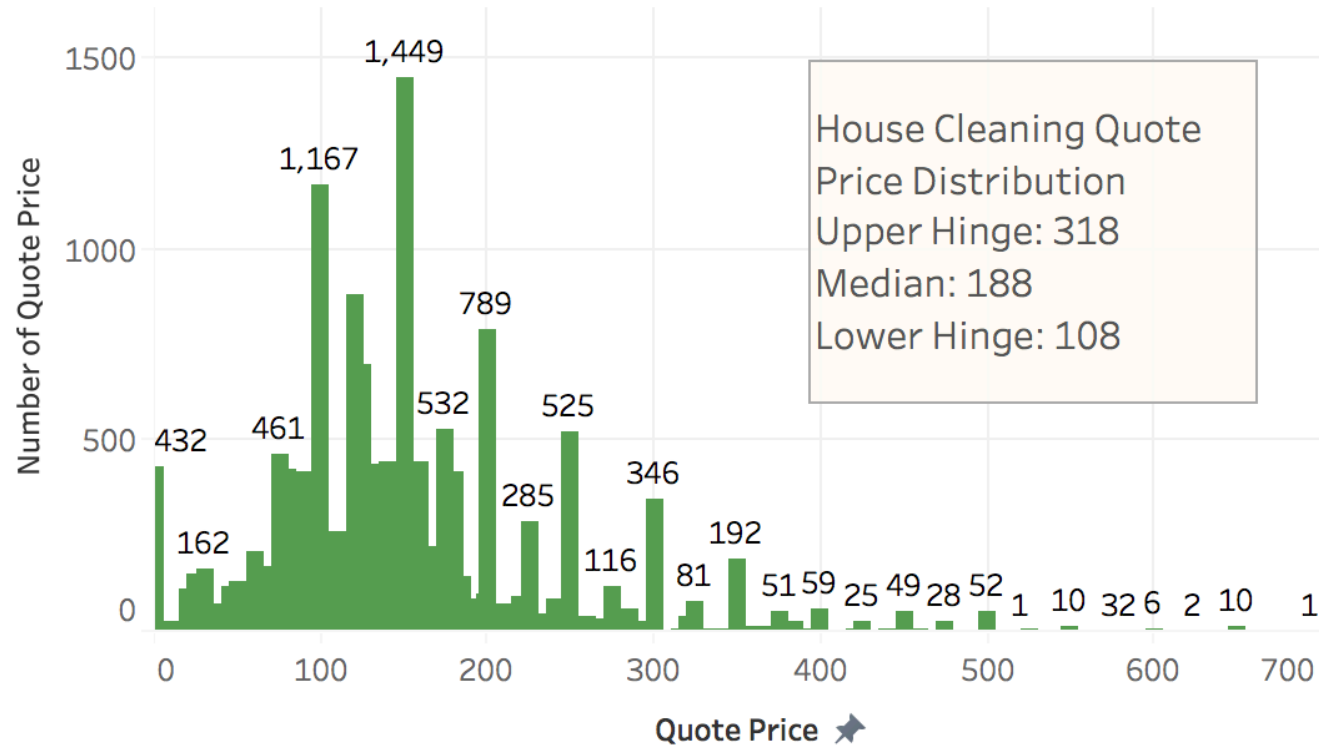
# Quote Number - House Clean

\* The number of quote in house cleaning is near normal distribution.  
\* It doesn't have significant relationship with bedroom number or bathroom number.

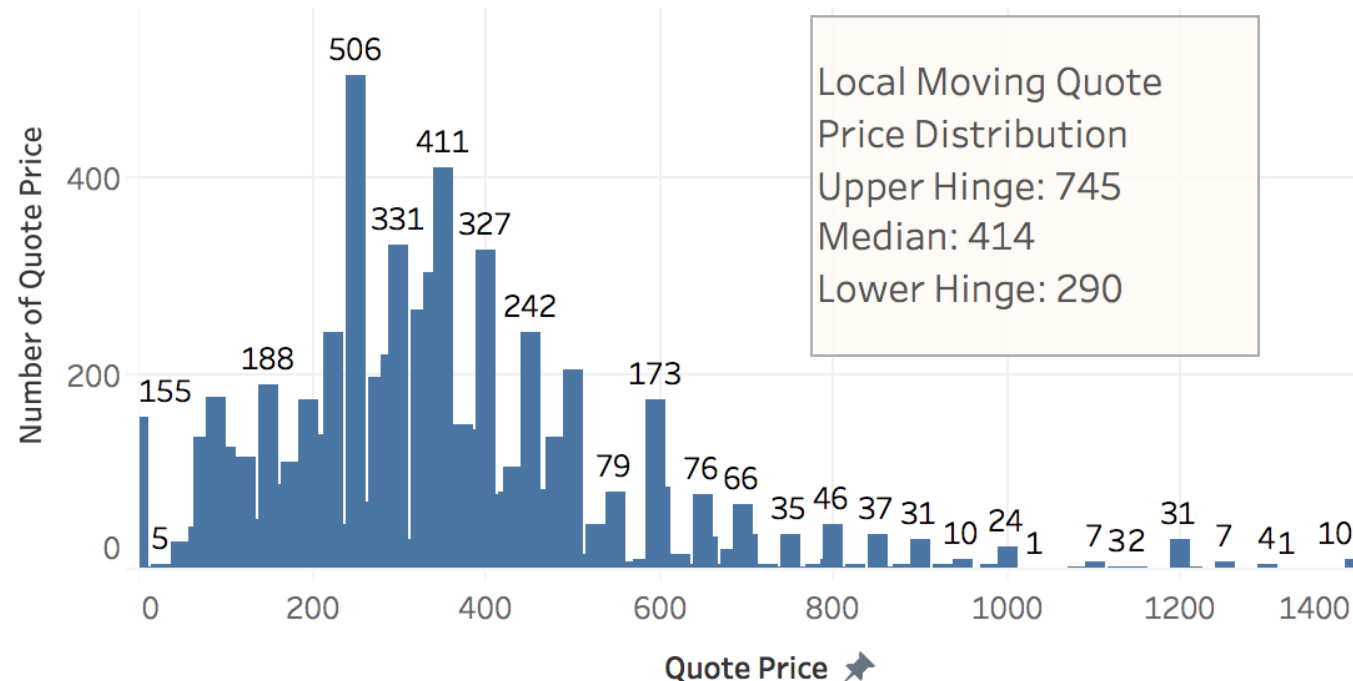


# Quote Price Distribution by Category

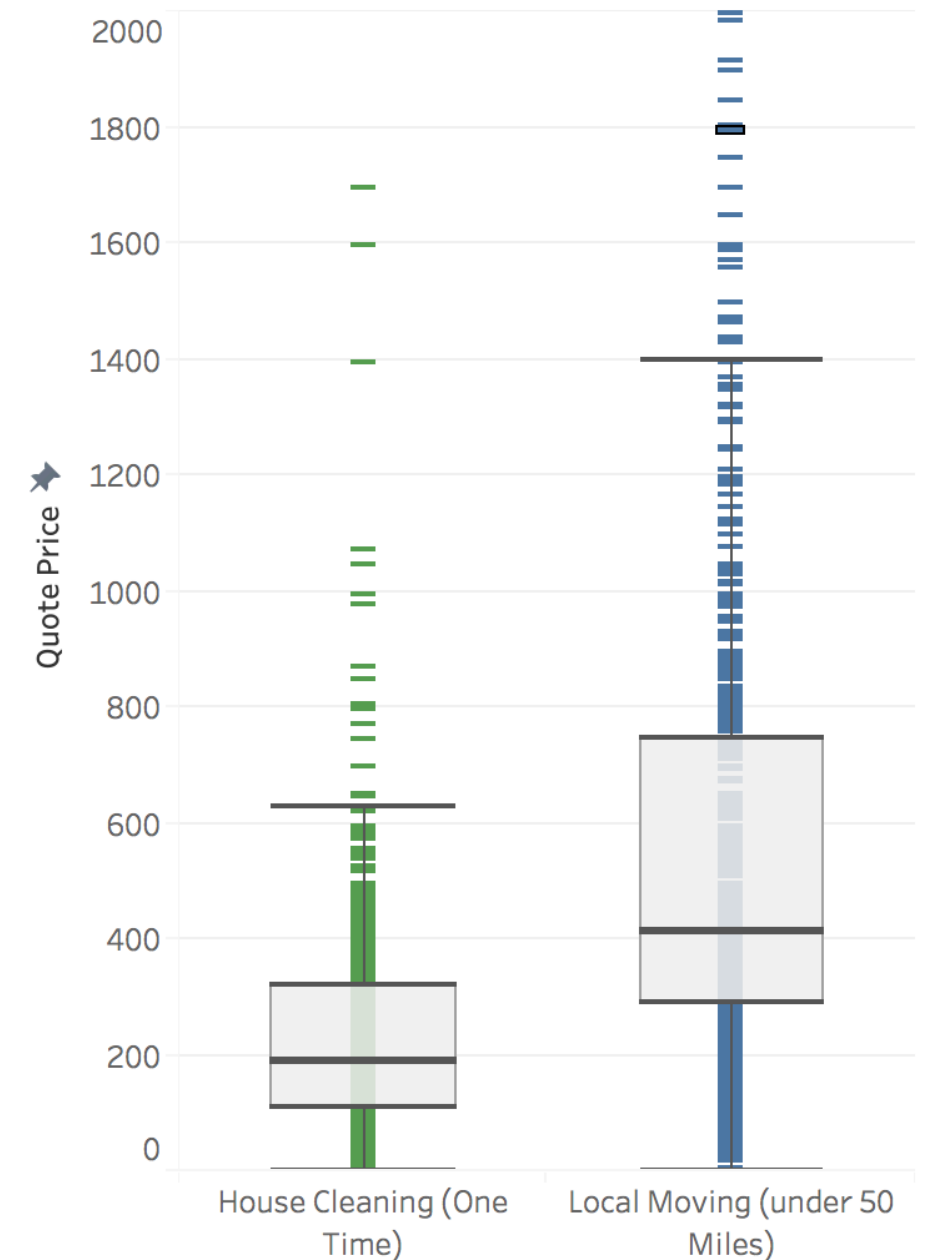
## Quote Price Distribution - House Cleaning



## Quote Price Distribution - Moving



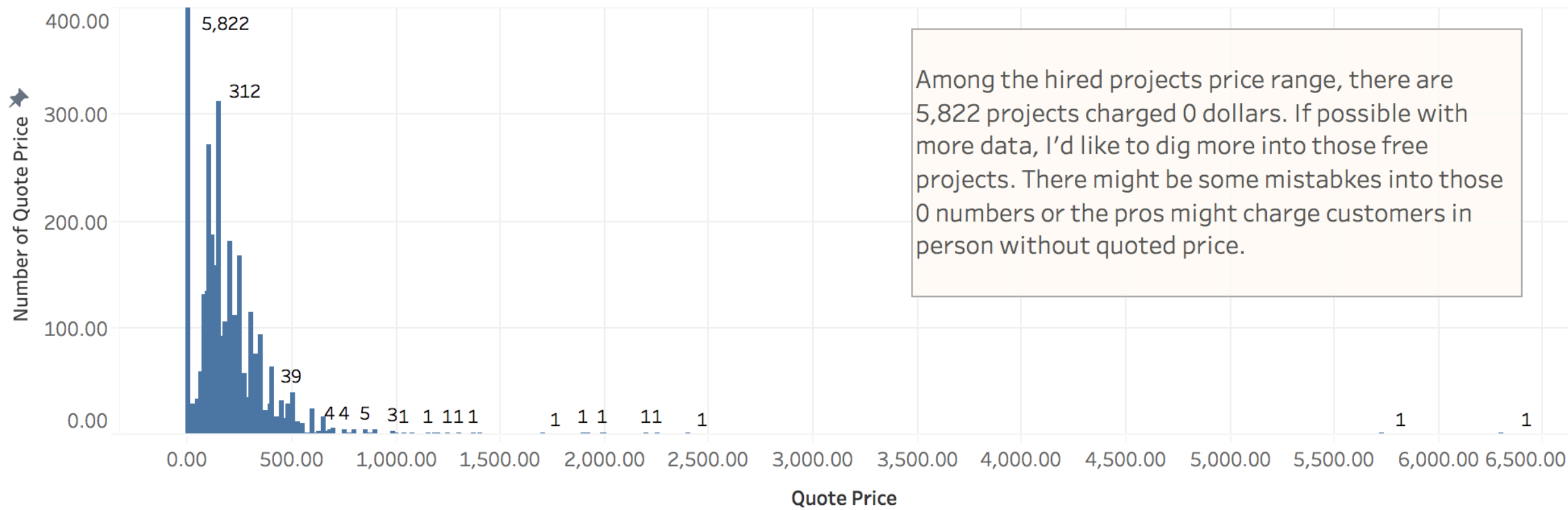
## Quote Price Box Plot within 1.5 IQR



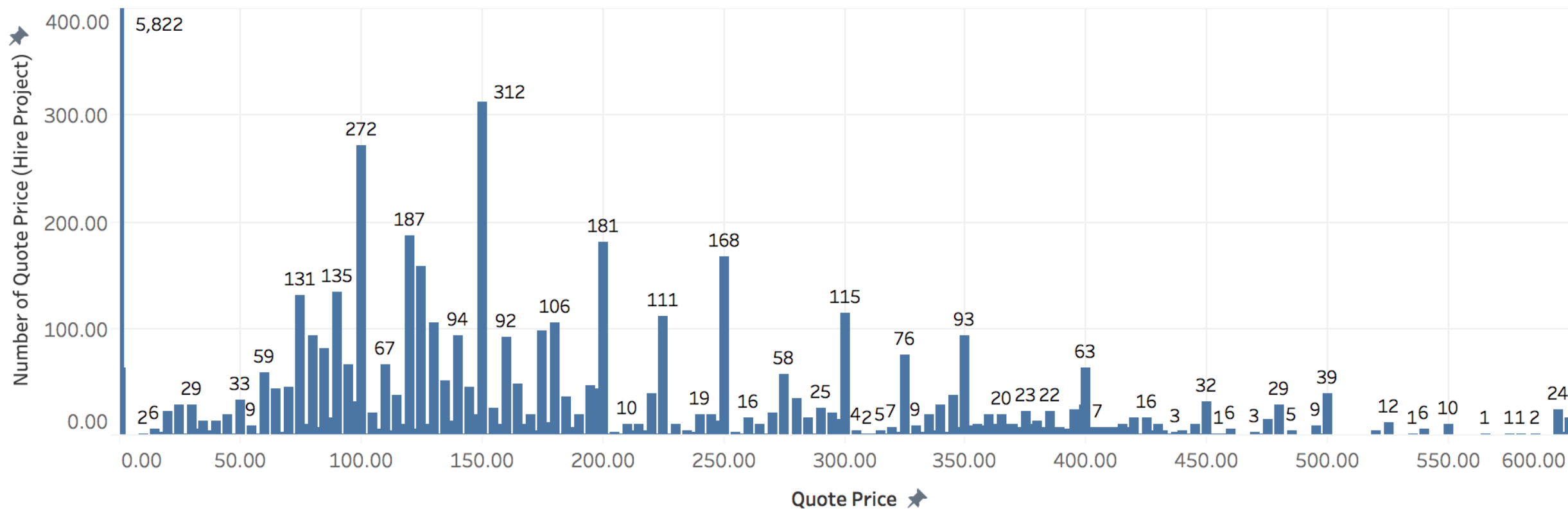
For house cleaning and local moving, I think the fee to quote will be 3~5% of its median. Therefore, house cleaning quote fee is between \$5.64 to \$9.40 and local moving quote fee is between \$12.42 to \$20.70. In detail, if quoted price is within 1.5 IQR, then will be 4%. If less than lower boundary of 1.5 IQR, then percentage will be 3%, otherwise, percentage will be 5%.

# Project Hired Ratio

## Hired Project Price Range



## Hired Project Price Range in Detail (0 - \$600)



Hire Ratio

