

# HANDY- The easy, reliable way to take care of your home.

<b>Summary</b>	In this assignment, we have to evaluate Handy.com and understand how programmatic services are integrated into their applications.
<b>URL</b>	<a href="https://www.handy.com/">https://www.handy.com/</a>
<b>Category</b>	Web

## What is the product?

Product line includes

How does it work?

## How are they selling it?

Online Website

Mobile Application

## How is it priced?

Dynamic Pricing

Bundling

Supply & Demand Pricing

Psychological Pricing

Promotional Pricing

Corporate Pricing

## What promotions are they using?

Bundling Discounts

Recommendations

Monthly Deals & Promo codes

## What algorithmic marketing services are they using?

Advertising

Promotions

Search

Recommendations & Pricing

## What datasets do you think you will need to build these algorithmic services?

How frequently will data change?

How would you store these datasets?

Review the jobs/career site and search for Data/ Data science positions, what technologies and programmatic services is the company using?

[Domains and Positions available](#)

[How Technologies & Programmatic Services](#)

[How is the company tracking visitors?](#)

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What is the product?



Handy is a NewYork based online two-sided marketplace for residential cleaning, installation, and other home services. They primarily operate in the United States, Canada and the United Kingdom.

Handy is the leading platform for connecting individuals looking for household services with top-quality, pre-screened independent service professionals. Recently, they have started expanding their business in the E-commerce sector and have integrated their expert installation services with E-commerce.

## Services Provided :

Handy provides several different services to their customers, including Home Cleaning, Furniture Assembly, Handyman Service, Office Cleaning etc.

### Popular



Home Cleaning



Furniture Assembly



Handyman Service



Hanging Pictures & Shelves



Office Cleaning



TV Mounting

Interior Painting

Furniture Assembly

Office Cleaning

Moving Help

Handyman Service

TV Mounting

Home Cleaning

Hanging Pictures & Shelves

Contactless Pick-up/Delivery

## E-commerce Product :

Handy recently expanded their business to the E-commerce sector and have integrated it with their expert installation services.

**Shop for your home with expert installation included.**

## All Categories

Best Sellers

Air Conditioners

Bedroom ▾

Living Room ▾

Dining Room ▾

Kitchen ▾

Gift Cards

Office ▾

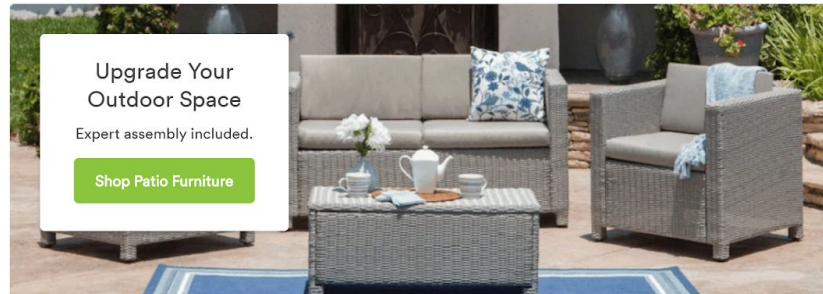
Wall Decor ▾

Lighting ▾

Outdoor ▾

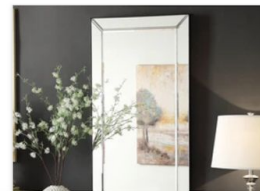
Smart Home ▾

Cleaning Packs



Best Sellers

[See All >](#)



## How does it work?

- All the home services can be booked online
- User can select the specific service they want to use and the time availability
- Users have to choose the frequency of cleaning services, which can be weekly, biweekly or monthly
- Based on the frequency of service a pricing is decided
- Pricing is based on the type of service and frequency
- Users have the ability to choose a specific cleaner based on their rating and availability
- Once the order is finalized, a pricing is offered and payment can be made online

## How are they selling it?

### Website

Handy sells their services and products through their online website -

<https://help.handy.com/hc/en-us>

[All Services](#) ▾[Shop](#)[Blog](#)[Help](#)[Yashaswi](#) 

## Welcome back, Yashaswi.

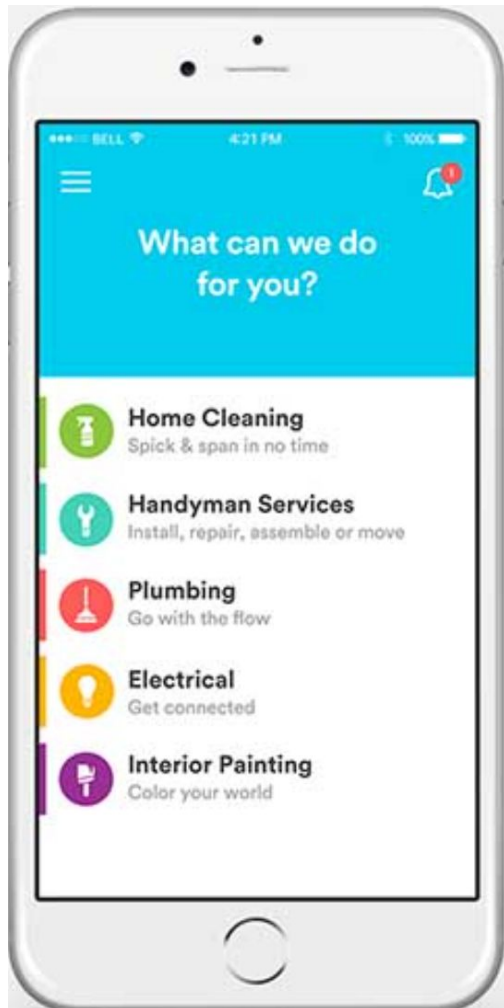
[Home Cleaning](#)[All Services](#)[The Home Shop](#)

### Cleaning & Handyman Tasks

Instantly book highly rated pros for cleaning and handyman tasks at a fixed price.

[See All >](#)[Home Cleaning >](#)[Furniture Assembly >](#)[TV Mounting >](#)[Wall Hanging >](#)

## Mobile Application



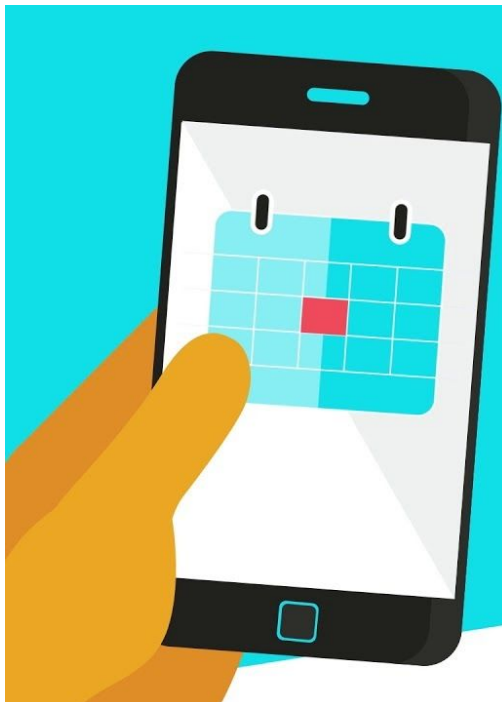
## Amazon Alexa

In November 2016, Handy collaborated with Amazon Alexa to allow users to book services through Handy by using the Amazon Echo's voice-activated features.



### Partnered with Wayfair and Walmart

Handy partnered with Wayfair and Walmart to integrate their installation services with the products they sell on their respective websites and applications. This gives them the exposure to far larger audience



**As early as tomorrow.\***

\*Next day availability is not available for all ZIP codes. Service is for the lower 48 states. See [Handy.com/terms](https://www.handy.com/terms) for more details.

**\$79 TV Mounting** | **handy**

## How is it priced?

The pricing structure in Handy is dynamic and depends on various factors such as :

- The type of service that needs to be done. Example of which would be Cleaning, Installation, Handyman, Office Cleanup etc
- How big the house or office space is
- The number of hours the services is booked for
- Location

### Set up your cleaning service

1 Choose your frequency

You can always change frequencies, reschedule, or save cleanings for later.

Monthly

Biweekly

Weekly

2 Get more savings

How it works

All bookings are backed by the Handy Happiness Guarantee. Save more when you commit to a longer plan.

Price per cleaning:

3 Months  
\$112.00

6 Months  
\$105.00

12 Months  
\$98.00

Weekly Cleaning Plan

Minimum 6 months

Sep 26, 2020 @ 12:00 pm

2 bed, 1 bath (up to 3.5 hours)

Per cleaning	\$105.00
Coupon	– \$31.50
Trust & Support Fee	\$3.00

TODAY'S TOTAL

\$76<sup>50</sup>

Questions?

▼ What is your plan cancellation policy?

Bookings will be automatically scheduled at the cadence specified above unless your plan is changed or

## Bundled Package :

A pricing discount is provided if the service is selected on a weekly, biweekly or monthly basis. Also, if the order contains more than 1 house the user gets an additional discount. This helps in increased efficiency and user retention.

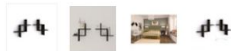


## Supply and Demand Pricing:

Depending on the availability of the servicemen, the pricing can increase or decrease. For example on 31st August which is national moving day for many people, the move-out cleaning service charge is increased significantly, while on most common days the charges are significantly lower

## Promotional Pricing:

Both in their service based product and E-commerce product, Handy offers discounts and coupons on various products to make the service more appealing.



### Reversed Criss-Cross Shelves in Black (Set of 2)

★★★★★ 59 reviews

\$69.00 ~~\$147.00~~

🔧 Expert wall mounting included

🚚 Free shipping

#### Product Description

Constructed using black laminated MDF these criss-cross shelves look stunning and are built to last. Their intelligent design means that with this set of two units you... [See Full Description](#)

#### Professional Installation

Professional installation by Handy is included in the price. After you purchase, Handy will automatically book and schedule your service for shortly after your product arrives and send a confirmation email. You can reschedule anytime.

[Learn More](#)

Add to Cart

## What promotions are they using?

### Bundling Discounts

Handy provides bundling discounts to their customers if they purchase their services for multiple homes, several months or multiple installation services

## Set up your cleaning service

### 1 Choose your frequency

You can always change frequencies, reschedule, or save cleanings for later.

Monthly

Biweekly

Weekly

### 2 Get more savings

[? How it works](#)

All bookings are backed by the Handy Happiness Guarantee. Save more when you commit to a longer plan.

Price per cleaning:

**3 Months**  
\$288.00

Save 6%  
**6 Months**  
\$270.00

Save 12%  
**12 Months**  
\$252.00

### Extras

Select the extras you require for your booking.



### Weekly Cleaning Plan

Minimum 12 months

Sep 30, 2020 @ 8:00 am  
10 bed, 3 bath (up to 9 hours)

Per cleaning \$252.00

Coupon - \$75.60

Trust & Support Fee [?](#) \$3.00

**TODAY'S  
TOTAL**

**\$179<sup>40</sup>**

### Questions?

- ▼ What is your plan cancellation policy?  
Bookings will be automatically scheduled at the cadence specified above unless your plan is changed or bookings are rescheduled. Payment will be charged before each booking and there is a \$99 fee if your plan is terminated earlier than the commitment period, unless the service does not live up to the [Handy Happiness Guarantee](#).
- What's included in a cleaning service?

## Recommendations

For their Shopping and services product they provide additional recommendations that that a user might want to add while using their service

### Extras

Select the extras you require for your booking.



Inside  
cabinets



Inside  
fridge



Inside  
oven



Laundry  
wash & dry



Interior  
windows

Promo Code (optional)

welcome\_to\_hand,

Remove

Laundry wash & dry

Interior windows

Sep 30, 2020 @ 8:00 am

10 bed, 3 bath (up to 12 hours)

Per cleaning \$336.00

Coupon - \$100.80

Trust & Support Fee \$3.00

TODAY'S  
TOTAL

**\$238<sup>20</sup>**



## Mid-Century Walnut and Black Finish Accent Chair

★★★★★ 851 reviews

\$149.00 ~~\$196.00~~

🔧 Expert assembly included

🚚 Free shipping

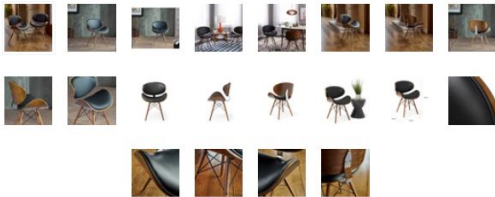
### Product Description

Using elements of mid-century design, combined with modern aesthetics, this accent chair boasts sleek curves and a sophisticated walnut finish. The unique shape has been formed from... [See Full Description](#)

### Professional Installation

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[Learn More](#)



Add to Cart

### Similar Products



Three-Light Satin Nickel Flush Mount Chandelier

\$149.00

★★★★★ (308)



Bevel Mirrored Frame Rectangular Accent Wall Mirror

\$289.00

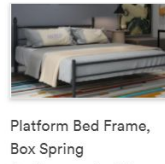
★★★★★ (91)



Grey Upholstery Bed

\$229.00

★★★★★ (26)



Platform Bed Frame, Box Spring Replacement with Headboard and Footboard

\$129.00

★★★★★ (294)



Frigidaire 5,000 BTU Window-Mounted Air Conditioner

\$269.00

★★★★★ (2399)



Industrial Desk

\$85.00

★★★★★ (59)

What algorithmic marketing services are they using?

### Advertising

- Handy advertise on various 3rd party platforms like Google Adwords, Facebook Ads



Handy

January 23 · 🌐



Let your home shine. Download Handy on the app store!

<https://itunes.apple.com/us/app/handy-com/id604419063?mt=8>



**The easiest way to  
book home services.**



Choose a time



Give job details



Get instantly  
matched with a pro

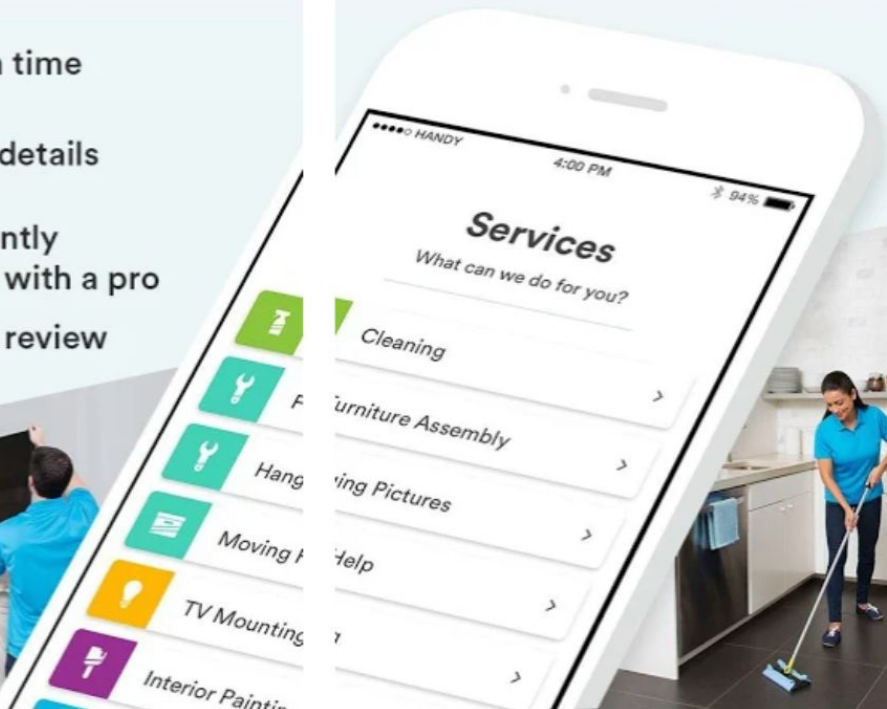


Rate and review



**Book anytime.**

We're available 7am–11pm,  
7 days a week.



24

143 Comments 2 Shares



Like



Comment



Share



- Handy has constantly ran TV Commercials to get more users



- Guest blogging, social media activity, influencer marketing, and brand mentions



## 40 Percent of Payments are Now Processed via Handy's Cash Out Now Feature

By Laura Parker  
August 21, 2019



Handy, the leading home services platform, announced Friday that 40% of professional payments are now being processed through the company's Cash Out Now feature, which was released in July 2017. The feature has quickly gained wide adoption among independent contractors who use the platform to book [house](#)

### Promotions

Handy provides multiple short-term promotions for their users like discount coupon, bundled services, free installation with product purchase from their own Ecommerce store, Wayfair, Walmart or Amazon



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[Learn More](#)



They also provide Free shipping of their products, which is an additional promotional method they use.

## Search Recommendation





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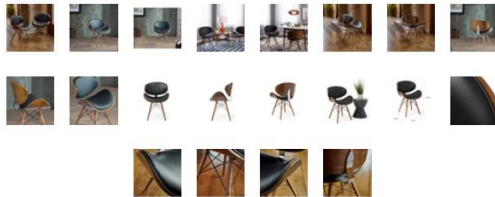
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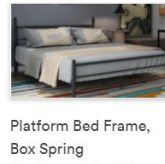
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Frigidaire 5,000 BTU Window-Mounted Air Conditioner

\$269.00

★★★★★ (2399)



Industrial Desk

\$85.00

★★★★★ (59)

## Pricing

Strategic pricing is done based on the demand of the product according to the seasonality

What datasets do you think you will need to build these algorithmic services?

Datasets should be dynamic so that it can feed onto the algorithmic services about the changing behavior of the customers. This enables us to understand the changing need of every customer and thus increasing the Life-Time Value of a customer

### **Datasets :**

- Data would include the search history and site navigation data to understand the psychological behavior of every user
- Location of the customer along with their purchase history would play a vital role in making relevant recommendations to the customer
- Maintaining user profile in order to make user specific decisions and keep them engaged in the services, thus increasing the customer Lifetime value(LTV)
- Maintaining a professional profile for our handyman, which will be used to maintain user reviews and overall ratings. This would help in making user specific handyman recommendations

The data will change frequently, in order to optimize the model with evolving customer and handyman behavior. The frequency of data being updated will synchronize with every new order purchased. Constantly updating the data will help us in finding trends and recommend necessary product and service modifications.

Analyzing our customer's review on the service provided and handyman, would help us mitigate any potential problems that might arise.

### **How would you store these datasets?**

The storage of the data would be similar to a Data Lake.

- The data would be stored in structured format like relational databases, semi-structured databases like JSON files, XML and CSV.
- Unstructured data like Emails and Invoices will be parsed and converted into structured and semi-structured databases
- Binary images like images will be stored to analyze customer feedback and level of efficiency achieved

Handy uses cookies and web beacons to group users into segments, which would ultimately be used for user specific service targeting.

Google Analytics can be used to understand user trends and optimize SEO. Demographic data using Google Analytics would help optimize the logistics of resource allocations like hiring more handyman in the most densely populated user location

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Review the jobs/career site and search for Data/ Data science positions, What technologies and programmatic services is the company using?

### **Analytics Role**

Customer Experience Analyst

Role : Experience with SaS, Proficiency in handling big data sets, Zendesk

### **Growth / Marketing Roles**

Customer Success Manager, Project Coordinator, Home Improvement Manager, Account Manager

Role : Experience with MS-Office Suite, Experience with ZenDesk,

### **Technology**

Android Engineer, Engineering Manager, Engineering Team Lead , Senior iOS Engineer, Senior Site Reliability Engineer , Software Engineer

Role : JAVA & Kotlin developer, RESTful APIs, Unit Testing, UI/UX Design, Experience with offline storage, threading, and networking

### **Technologies & Programmatic Services Used**

Tech Stack - Kotlin, Java, Python, R, Spark, Scala, JavaScript, Java, Angular.js, React, Vue, Jenkins, GitLab, Docker, Kubernetes, Amazon AWS, CI/CD Pipelines, SQL, ETL, Looker

Analytical Tools : Google Analytics, Tableau, Trifacta, XSV, Adobe Campaign, Responsys, Exact Target, Google Search Console, SEO

Machine Learning : Services like building dynamic recommendation Systems, developing Time Series Model to understand users LifeTime Value, Image Recognition to monitor the customer feedback and efficiency analysis, Attribution Modeling, User segmentation to provide optimized recommendation and resource allocation

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How is the company tracking visitors?

**Cookies** are used for targeted advertising using 3rd party tools like Google AdSense. Cookies are also for tracking user log and service usage.

Web Beacons are used to log the user activity while they are using the website. This enables to understand the user psychology and thus help in making future service recommendations. Analyzing push notifications and it's effectiveness on the user. Thus recommending the optimized frequency of push notifications and content optimization.

Analytical tools like Google Analytics, Adobe Analytics, Visual Website Optimizer (VWO), PageSpeed Insights, LeadFeeder, CrazyEgg, SEMrush are really helpful in tracking user behavior and segmentation

