الأكاديمية السعودية الرقمية
SAUDI DIGITAL ACADEMY

Home Switch

❖ *THE SCIENTISTS*

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About Home Switch

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- Largest home exchange platform globally.
- Provides unique and affordable travel experiences by exchanging residences.
- Free registration.
- Annual membership fee of 149€

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Objective

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- Analyze customer behavior and churn rate.
- Enable targeted marketing campaigns.
- Increase customer engagement, sales, and loyalty.

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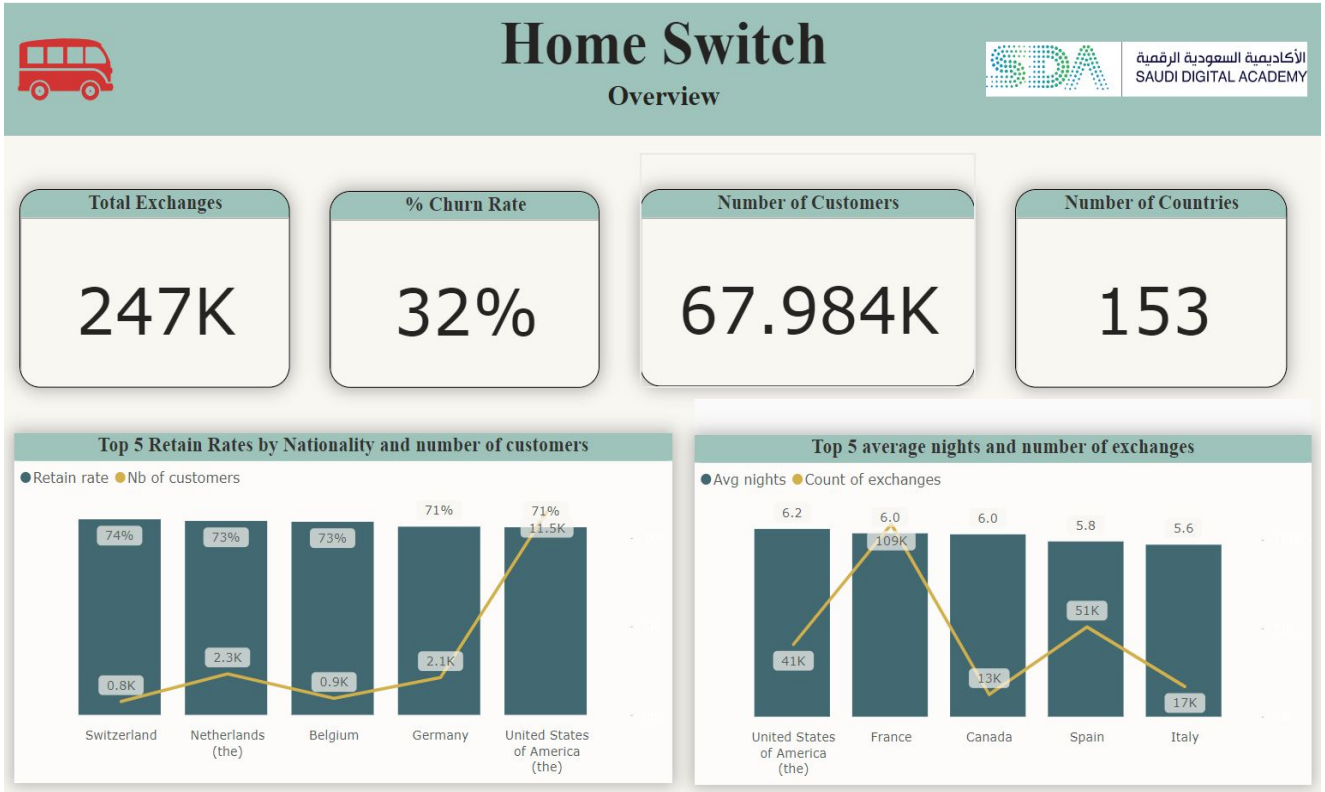
Overview



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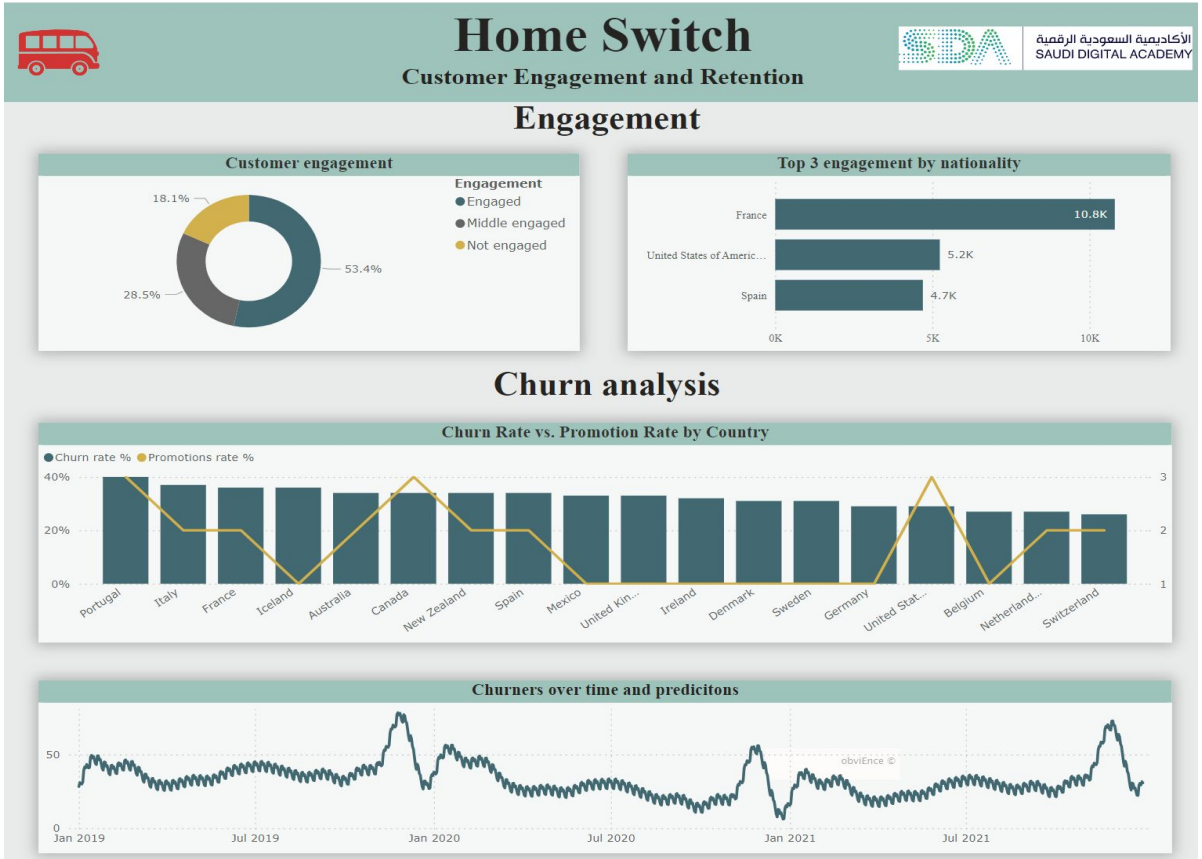
Customer Engagement & Retention



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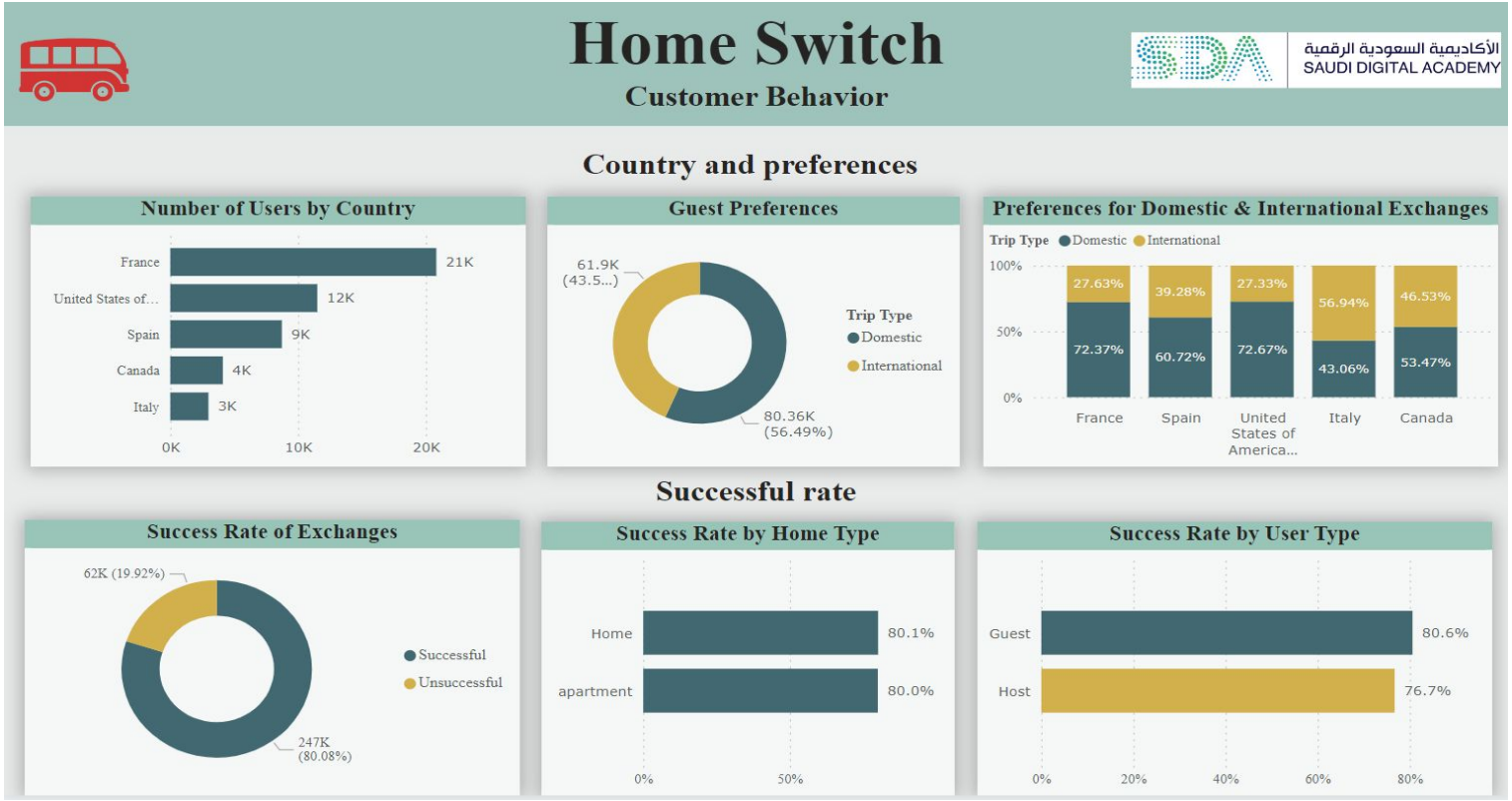
Customer Behavior



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Overview

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Overview

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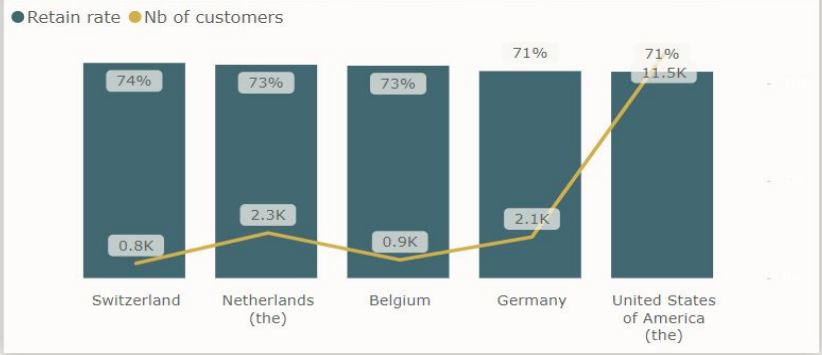
Total Exchanges	% Churn Rate	Number of Customers	Number of Countries
247K	32%	67.984K	153

Top 5 Retain Rates by Nationality and number of customers



Top 5 average nights and number of exchanges

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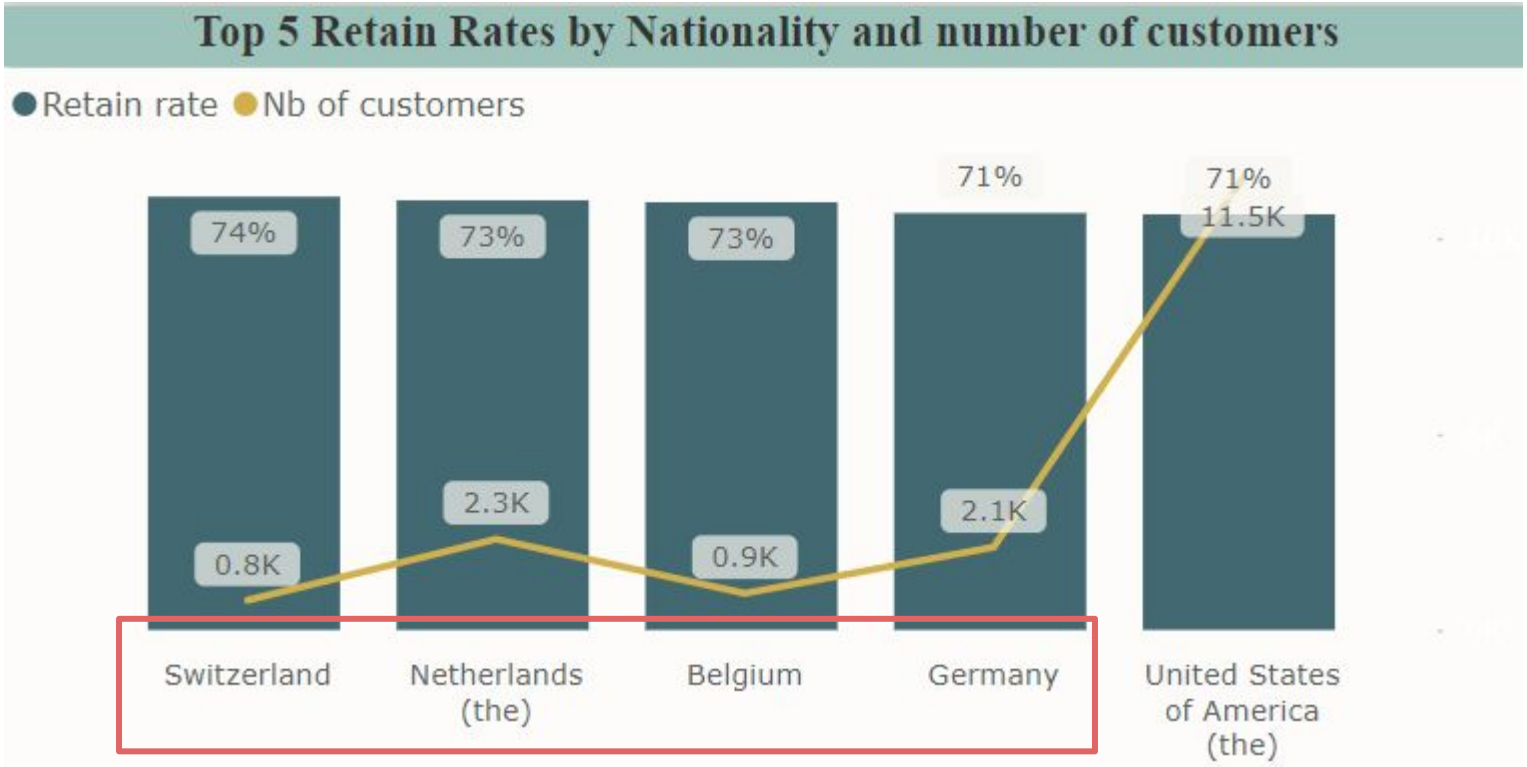
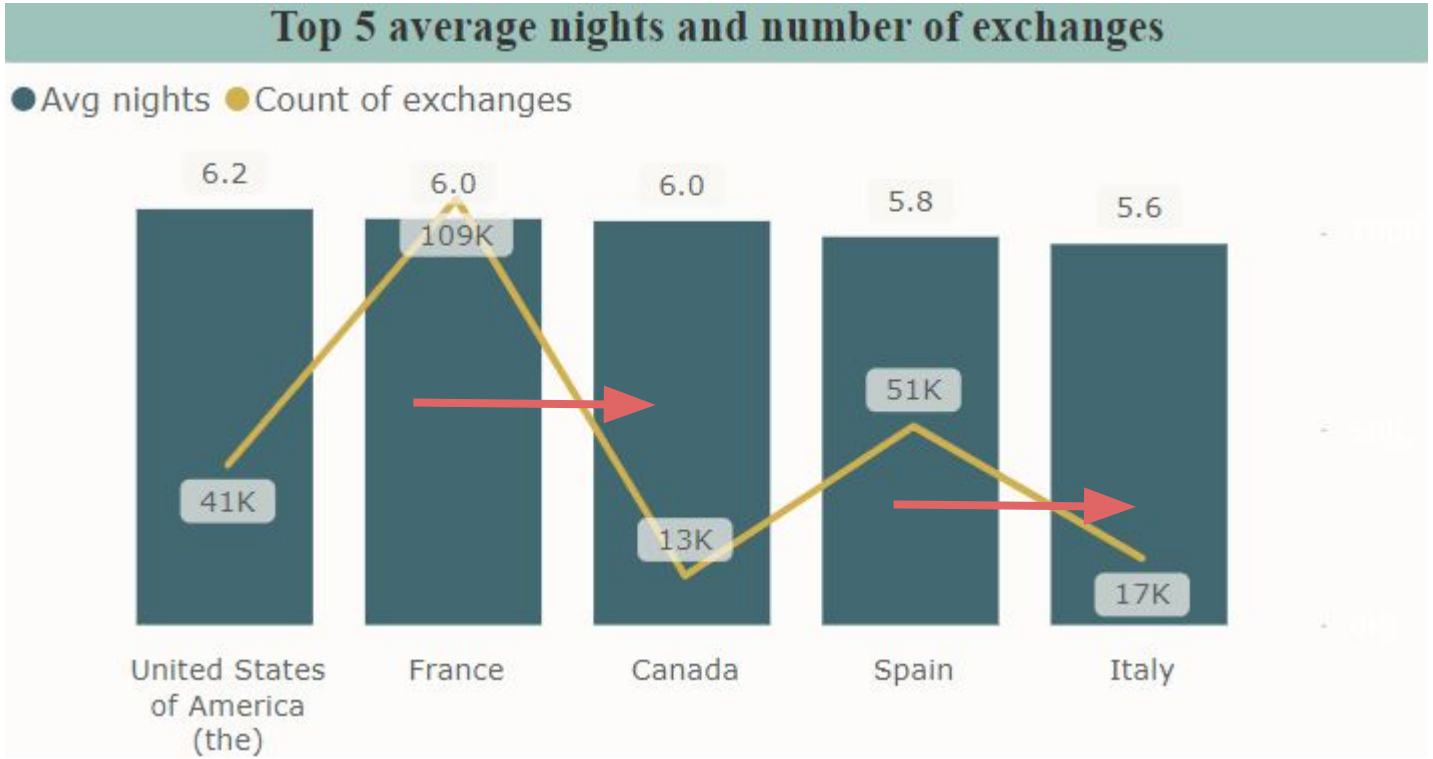
Overview


Top 5 Retain Rates by Nationality and number of customers
Retain rate
Nb of customers
74%
73%
73%
71%
71%
11.5K
0.8K
2.3K
0.9K
2.1K
Switzerland
Netherlands (the)
Belgium
Germany
United States of America (the)

Overview


Top 5 average nights and number of exchanges
Avg nights
Count of exchanges
6.2
6.0
6.0
5.8
5.6
109K
41K
13K
51K
17K
United States of America (the)
France
Canada
Spain
Italy

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Customer Engagement and Retention

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Customer Engagement and Retention

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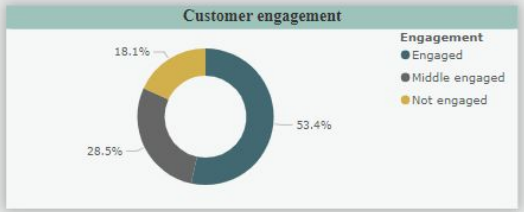
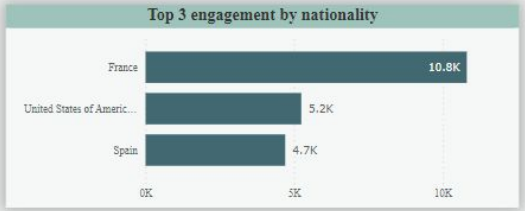
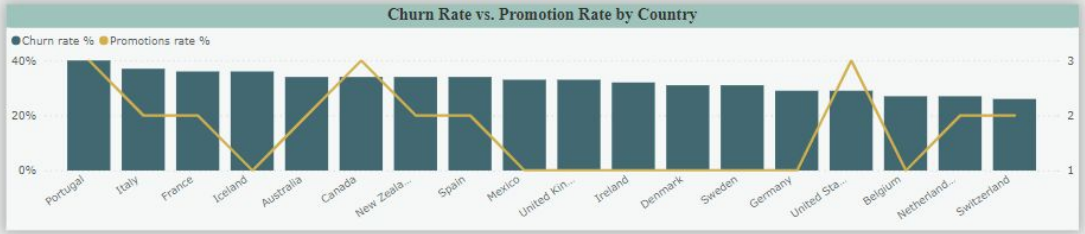
Engagement





Churn analysis



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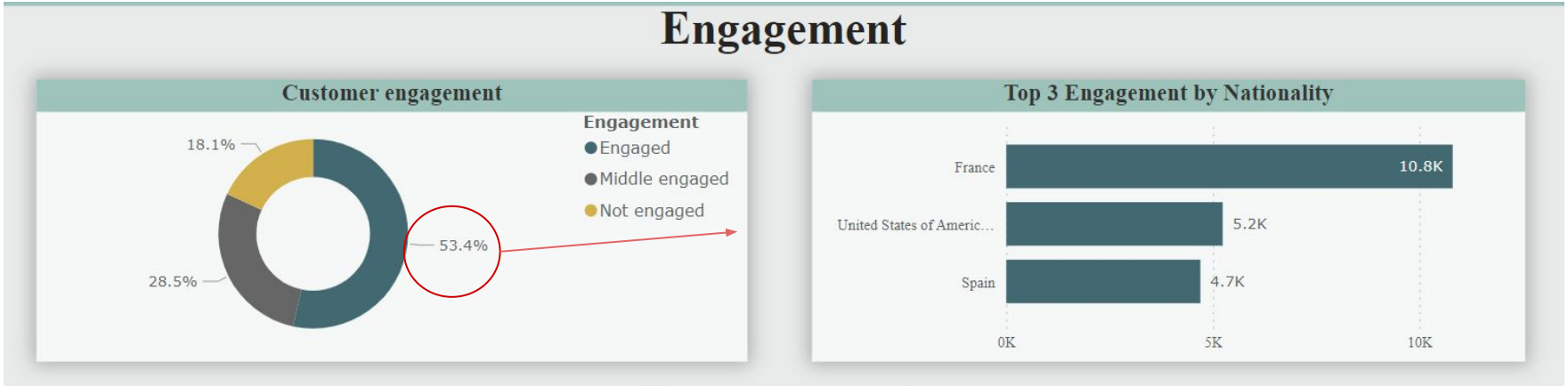
Customer Engagement and Retention



Customer Engagement and Retention

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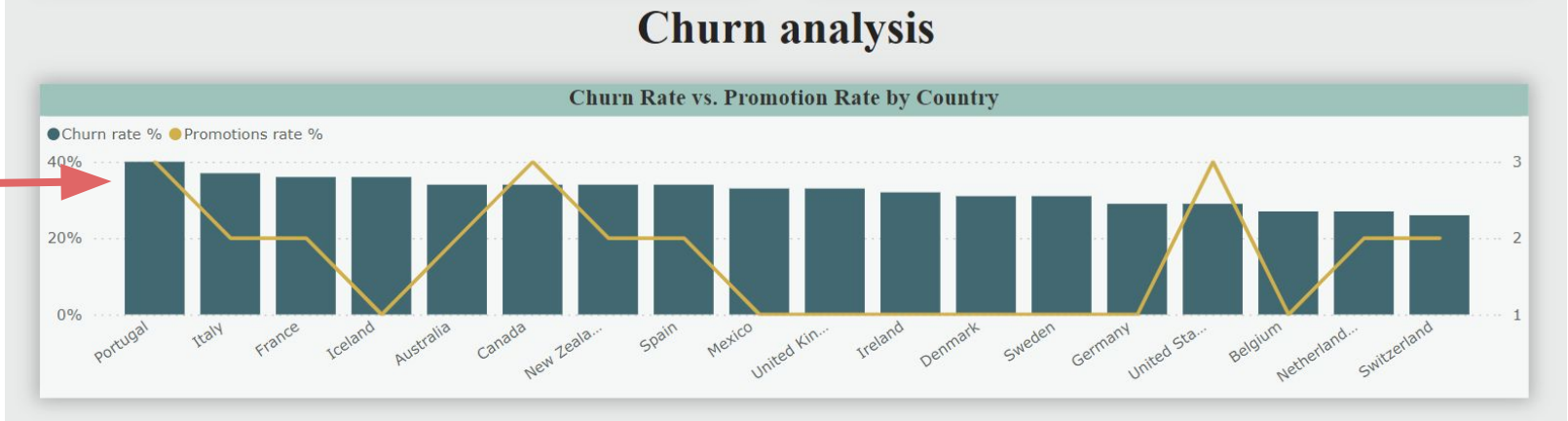

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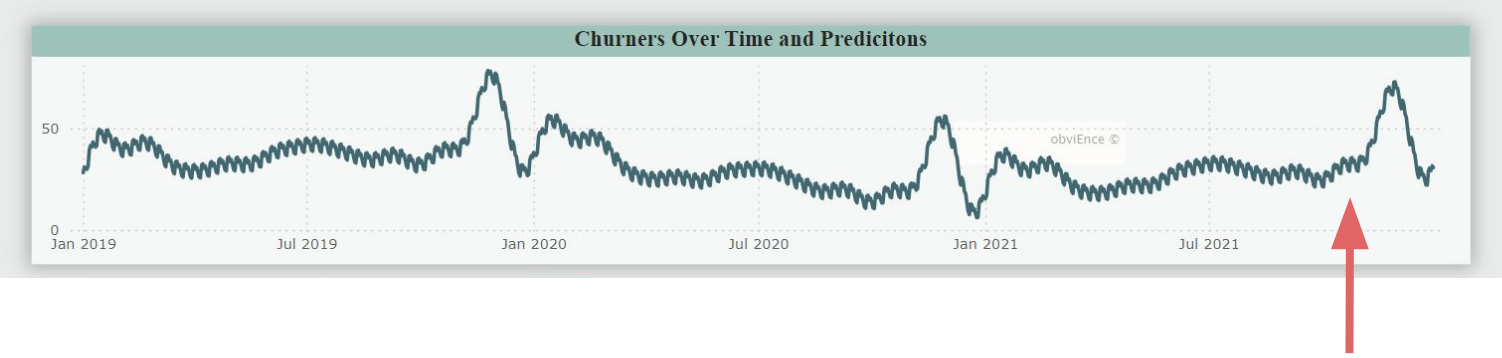
Customer Engagement and Retention



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Customer Behavior

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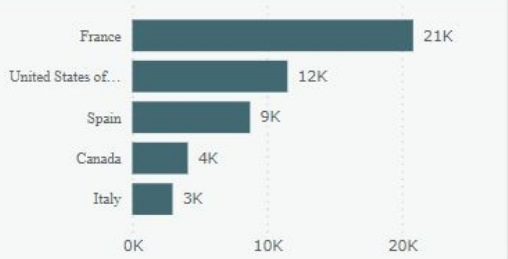
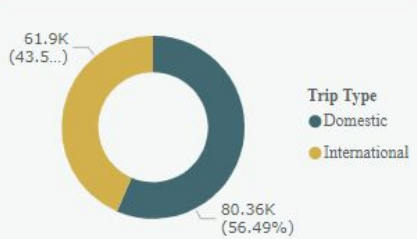
Country and preferences

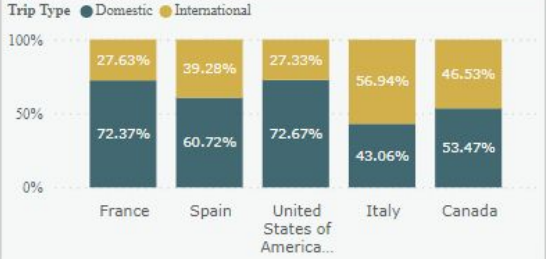
Number of Users by Country



Guest Preferences

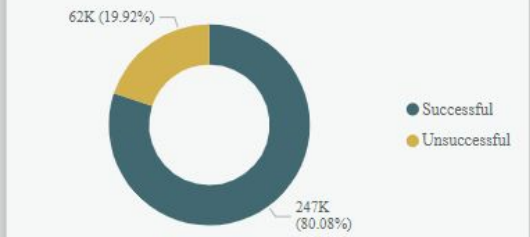


Preferences for Domestic & International Exchanges

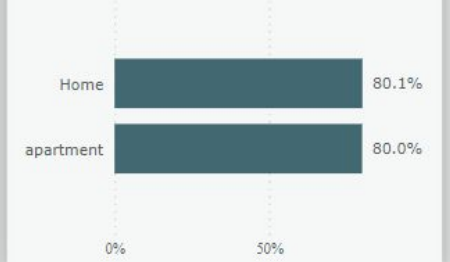


Successful rate

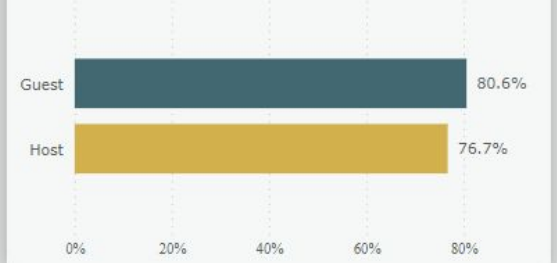
Success Rate of Exchanges



Success Rate by Home Type



Success Rate by User Type



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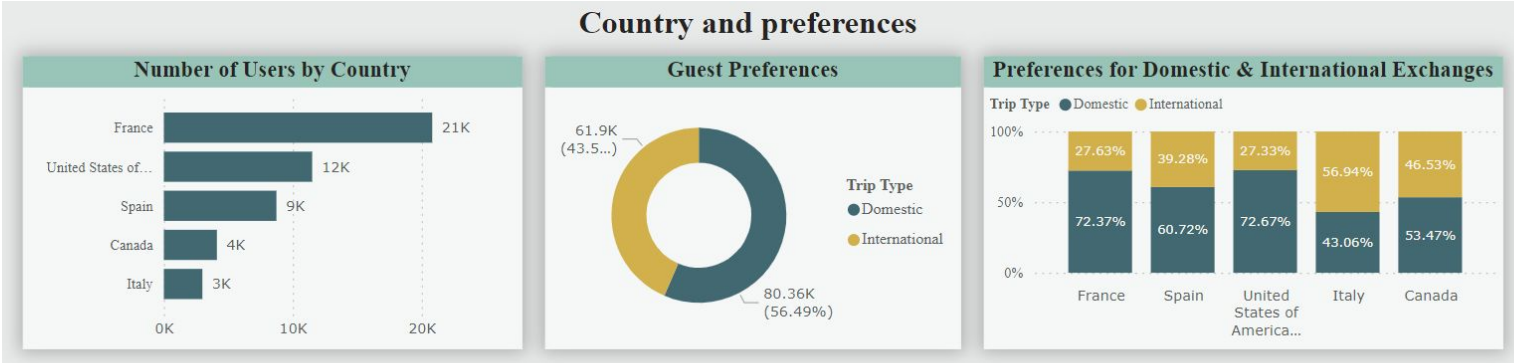
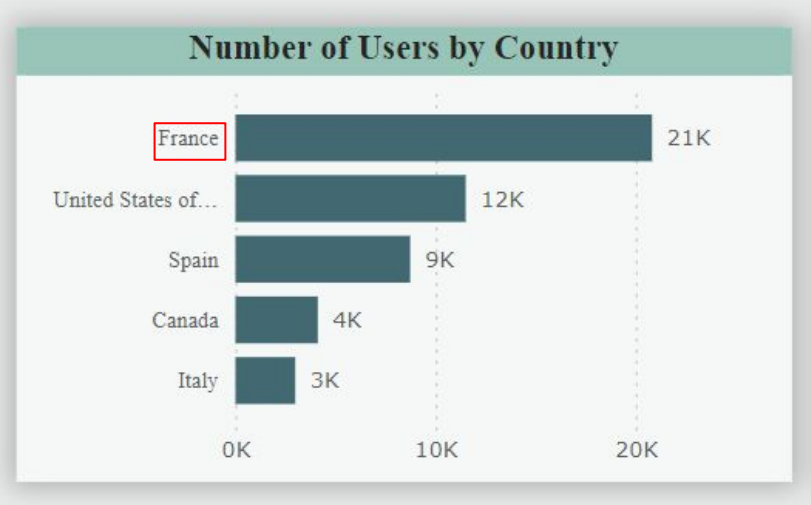
Customer Behavior



Customer Behavior



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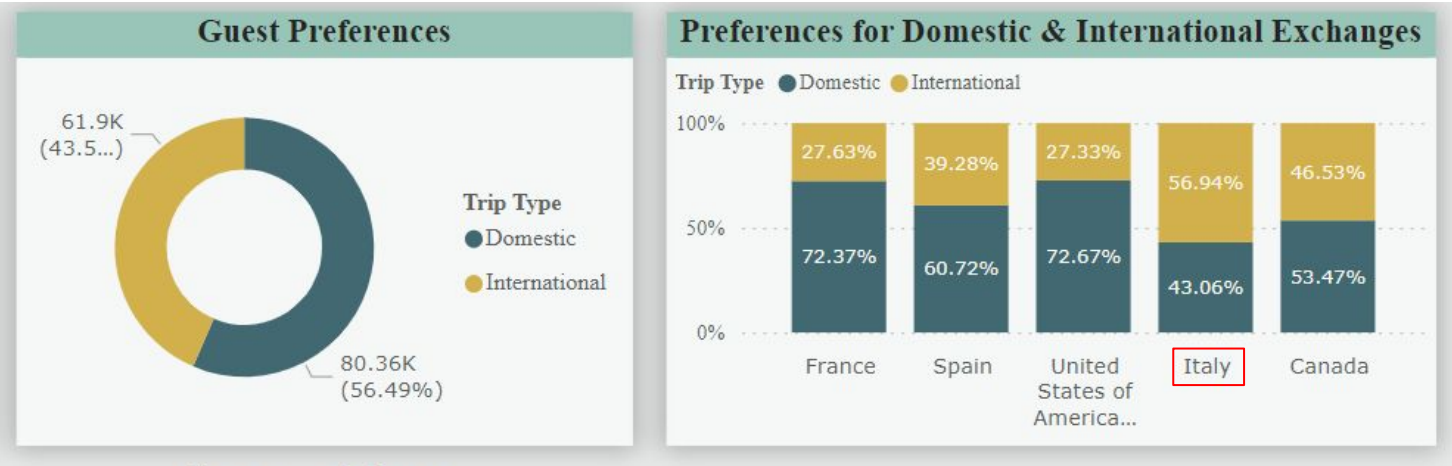

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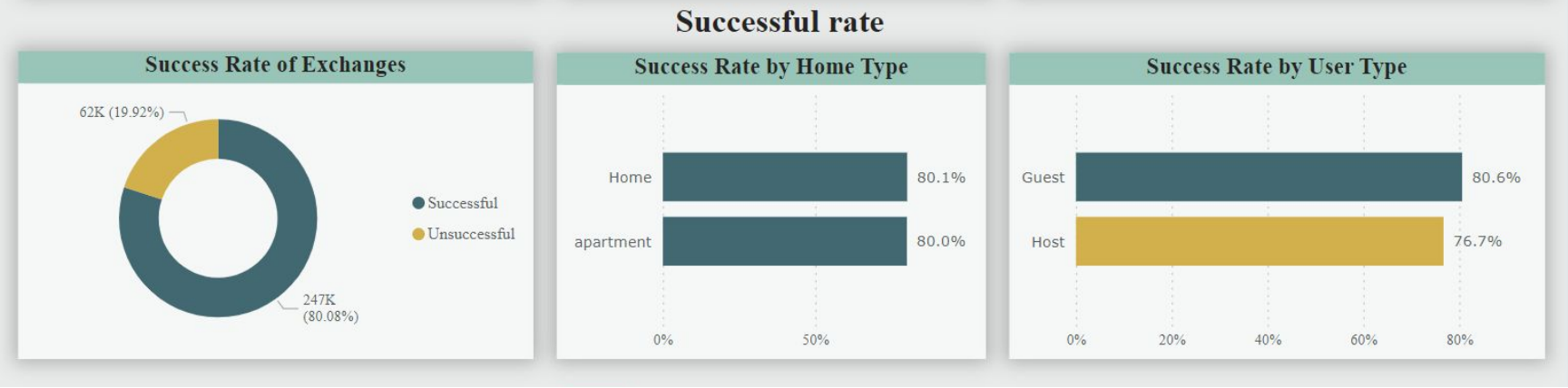
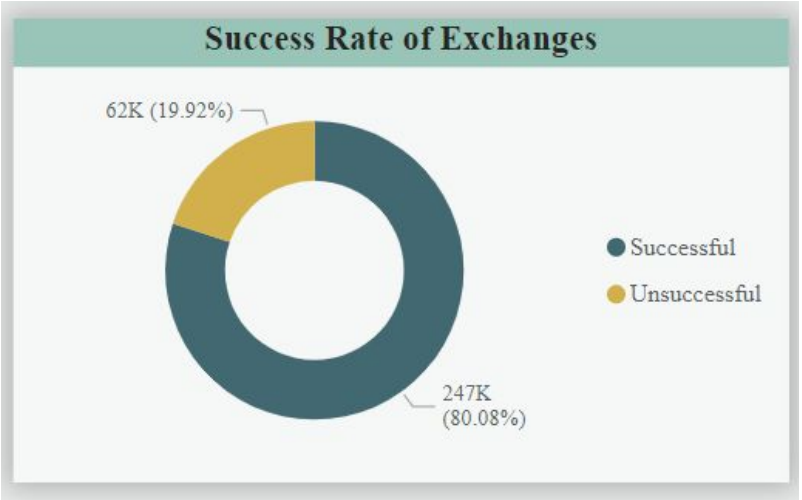
Customer Behavior



Customer Behavior



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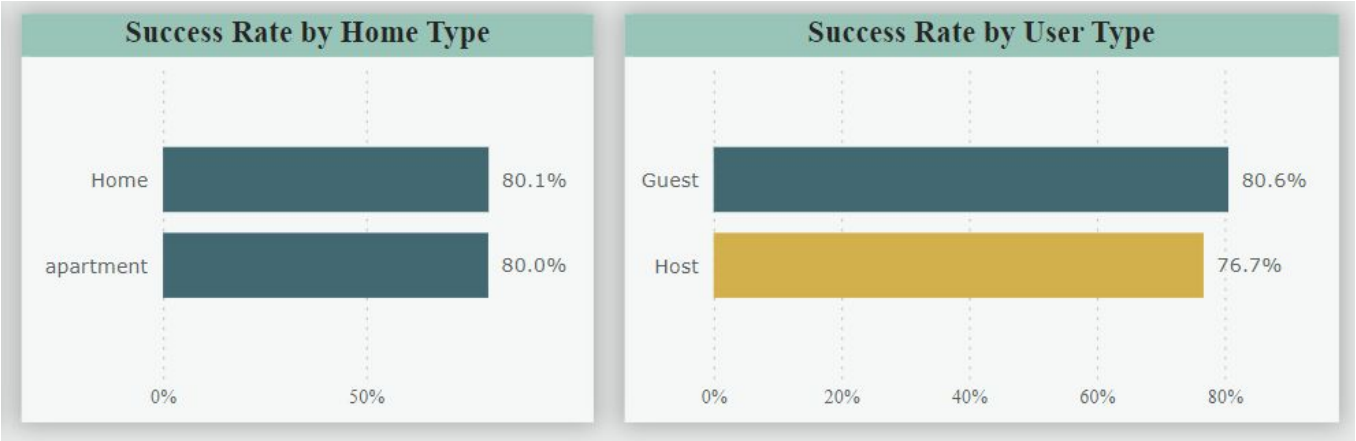

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Recommendations

- Implement proactive **customer retention strategies** based on the identified churn patterns.
- Utilize **machine learning** algorithms to identify **high-risk** customers and take preventive measures.
- Continuously **analyze churn metrics** to track the **effectiveness of implemented strategies**.
- Make the exchanges between similar cultures and countries to **increase** the **customer engagement** in both countries.

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Thank you for listening

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