

# GENERAL DASHBOARD

2021

Subscriptions

31K

LTV

442 €

Chrun Rate

34%

MRR

141,103.00 €

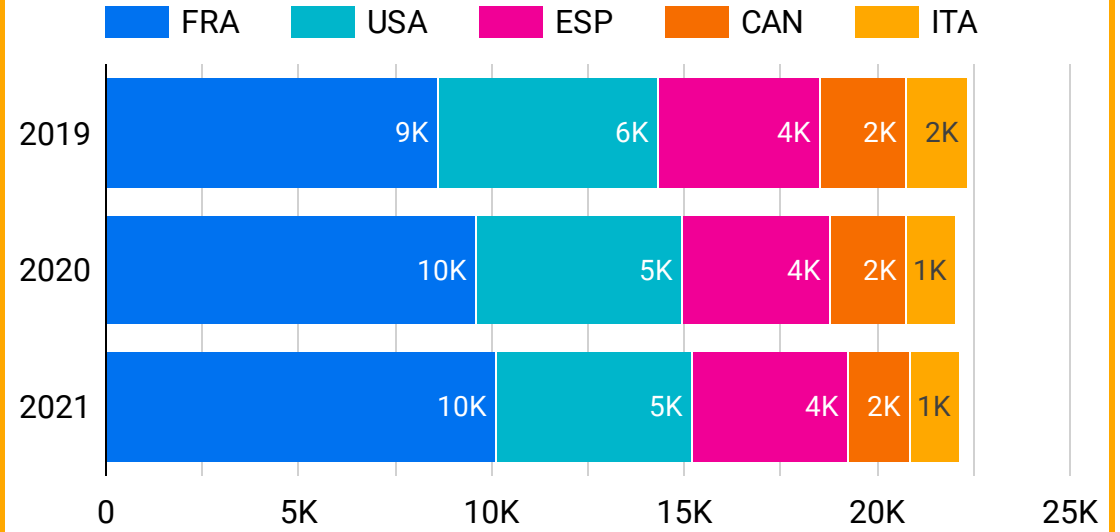
Avg Exchanges Requests per Customer

24

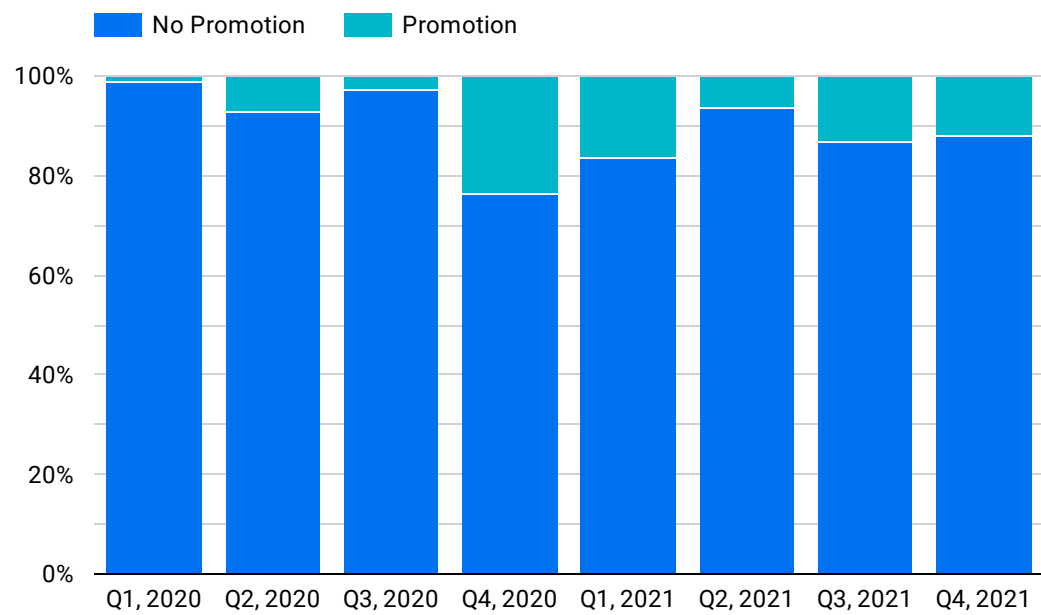
## SUBSCRIBERS SINCE 2019



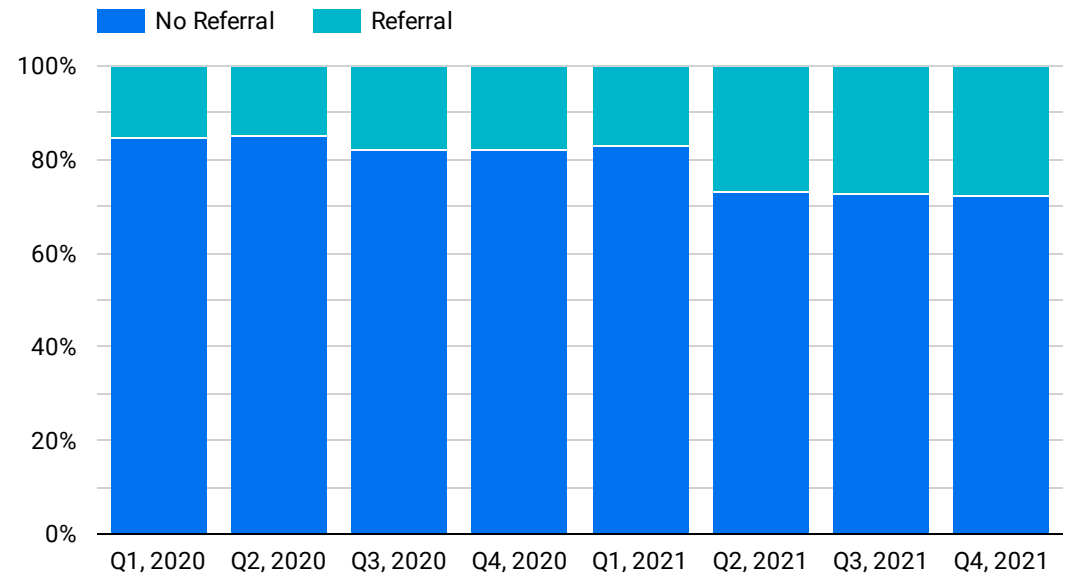
## NUMBER OF SUBSCRIBERS PER COUNTRY



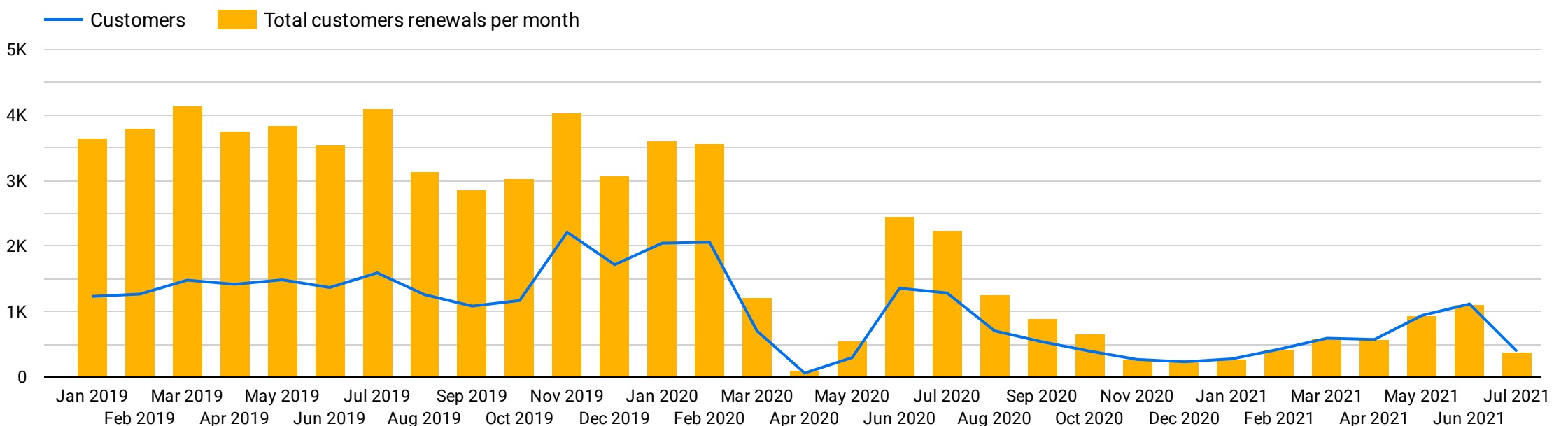
## NEW SUBSCRIPTIONS WITH PROMOTION BY QUARTER



## NEW SUBSCRIPTIONS WITH REFERRAL BY QUARTER

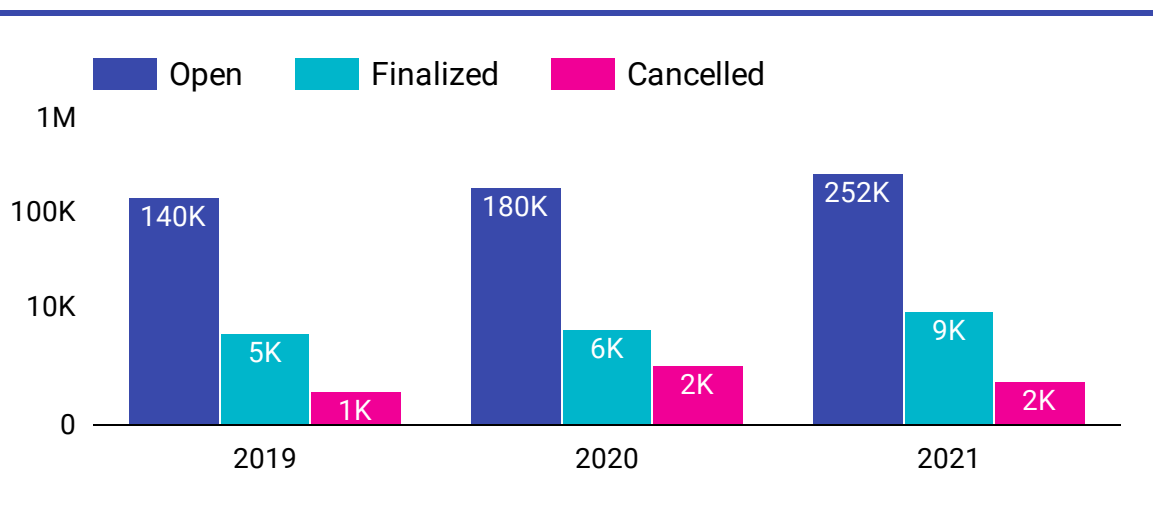


## NEW SUBSCRIBERS THAT RENEWED (2019 to 2021)

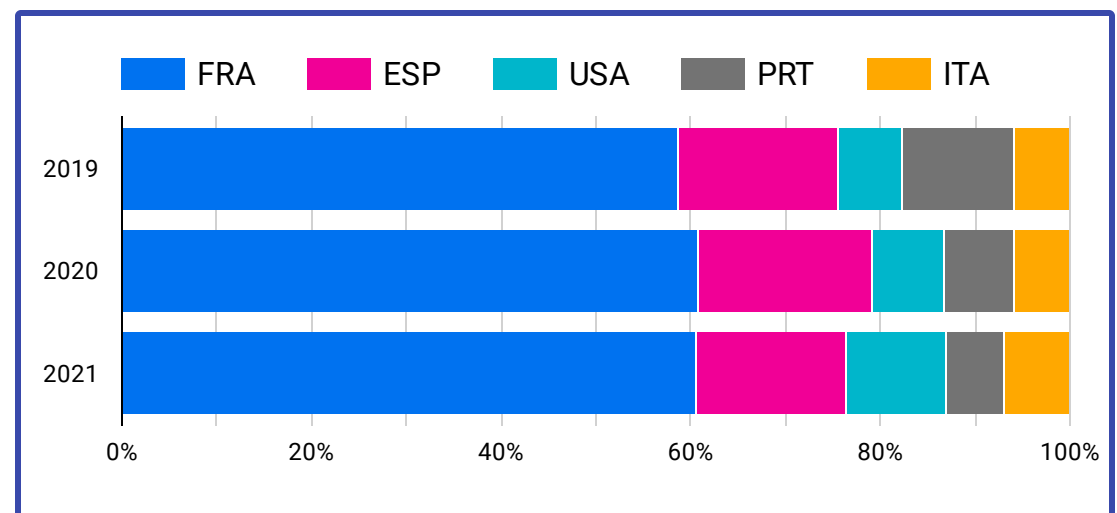


# EXCHANGES ANALYSIS

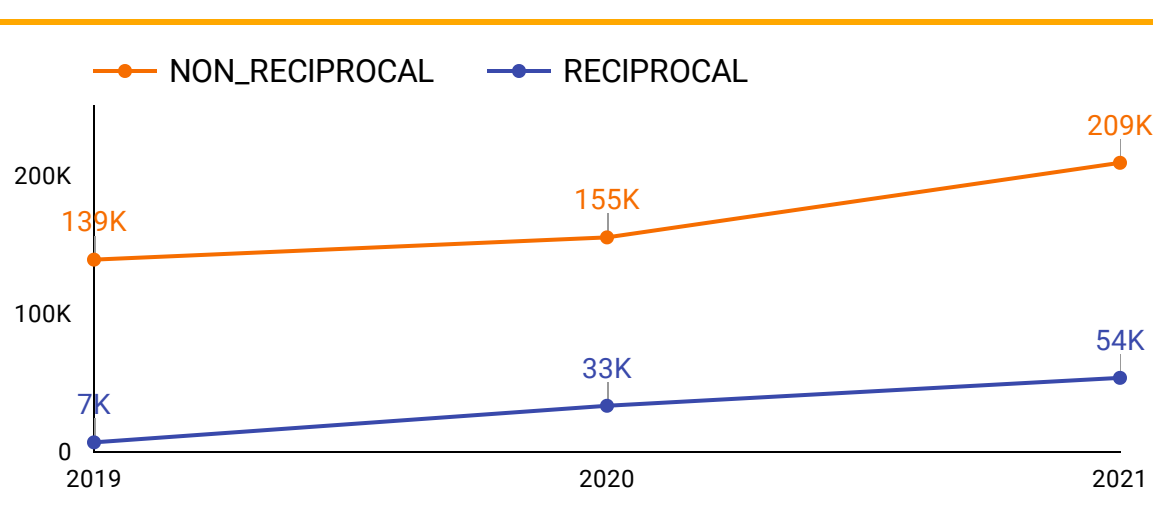
## EXCHANGES BY YEAR



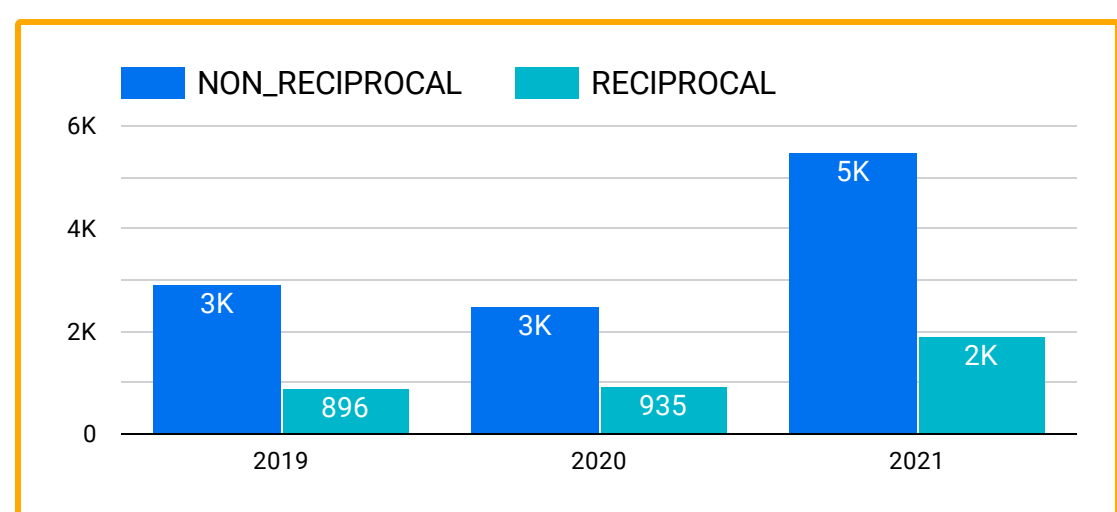
## EXCHANGES BY YEAR PER COUNTRY



## EXCHANGES TYPE BY YEAR

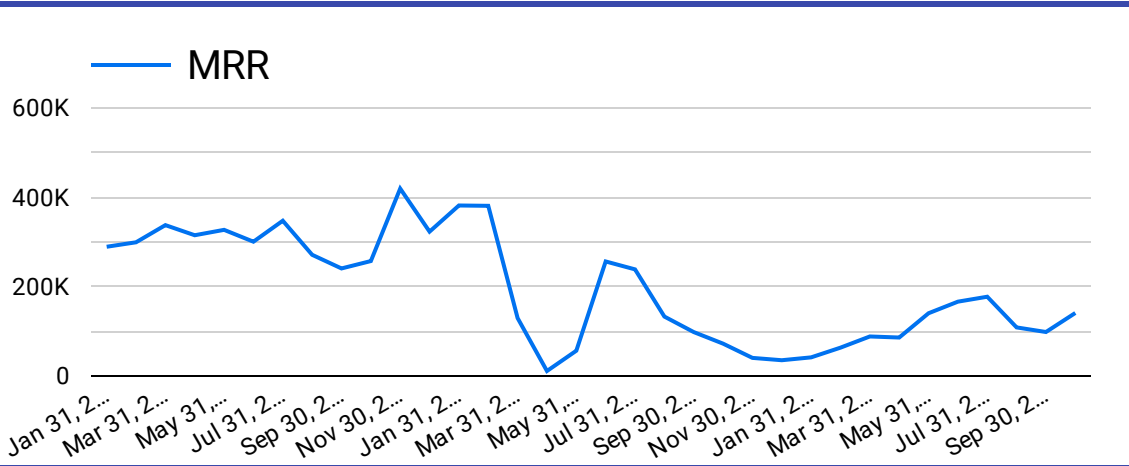


## EXCHANGES TYPE BY STATUS

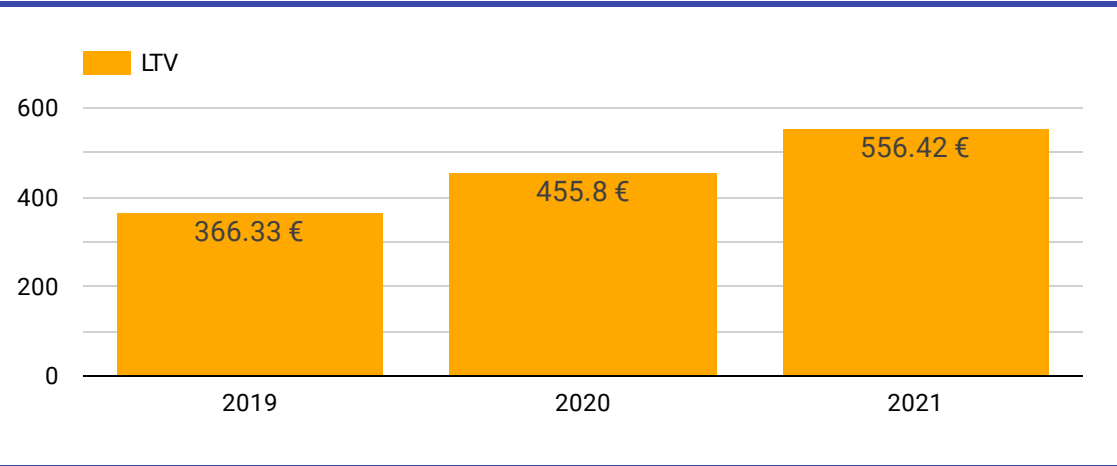


## MRR & LTV

### MRR RATE 2019 TO 2021

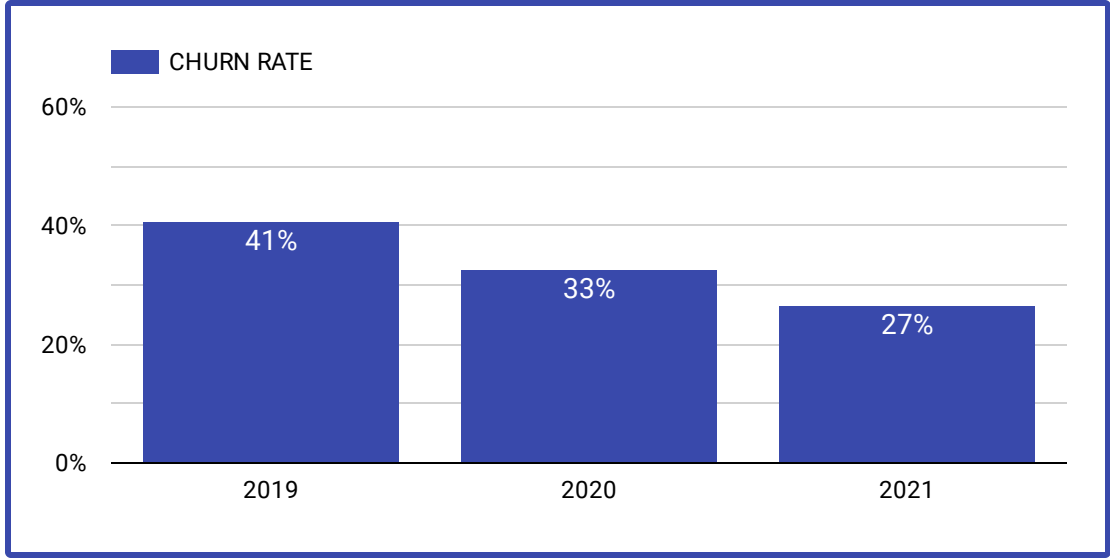


### LTV EVOLUTION

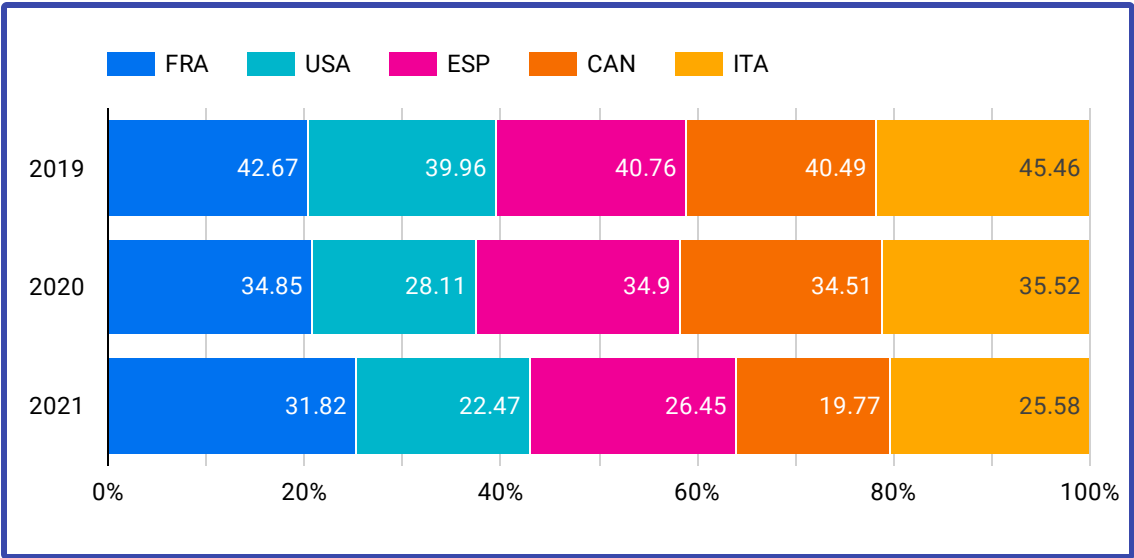


# CHURN ANALYSIS

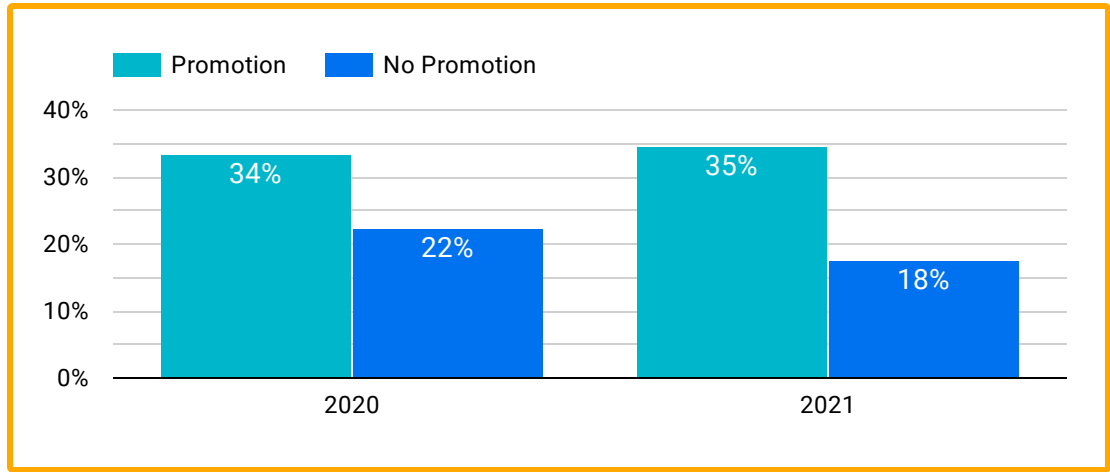
## CHURN RATE EVOLUTION SINCE 2019



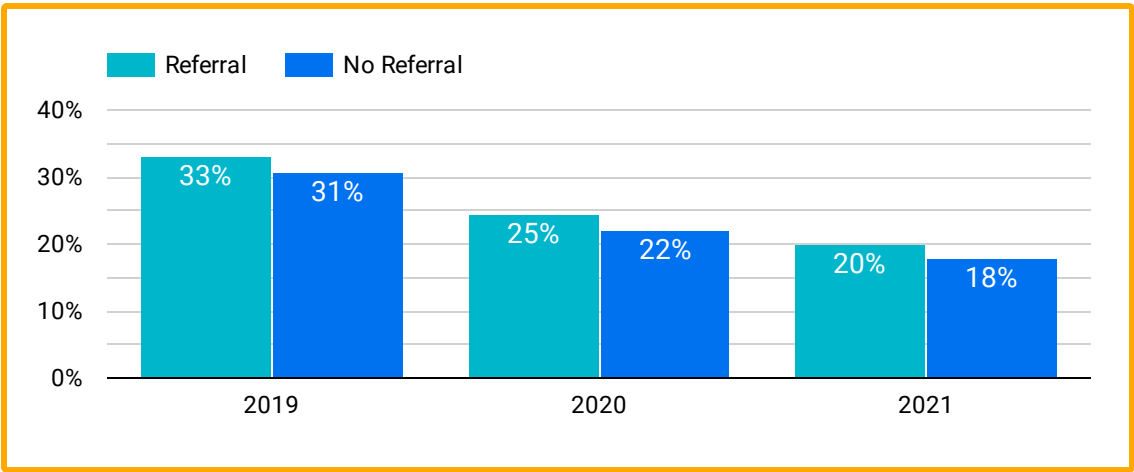
## CHURN BY COUNTRY



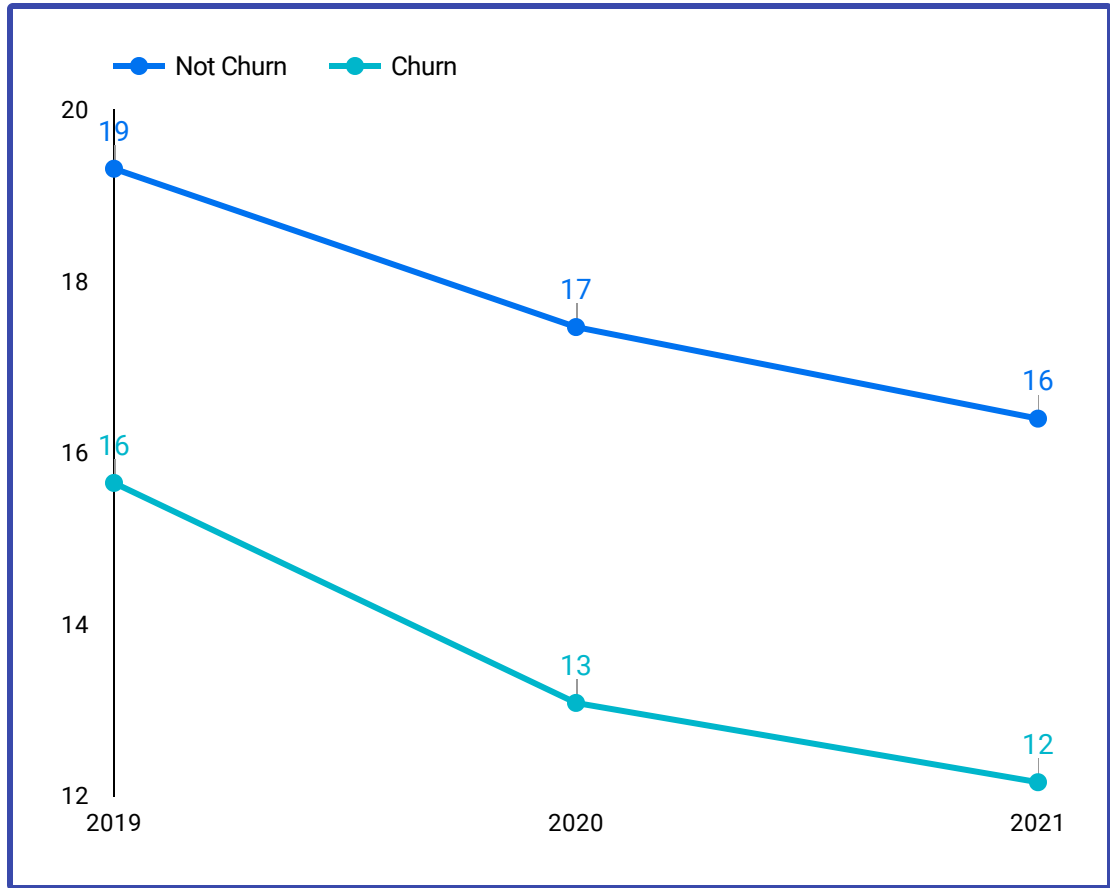
## CHURN RATE OF USERS THAT SUBSCRIBED WITH OR WITHOUT PROMOTION



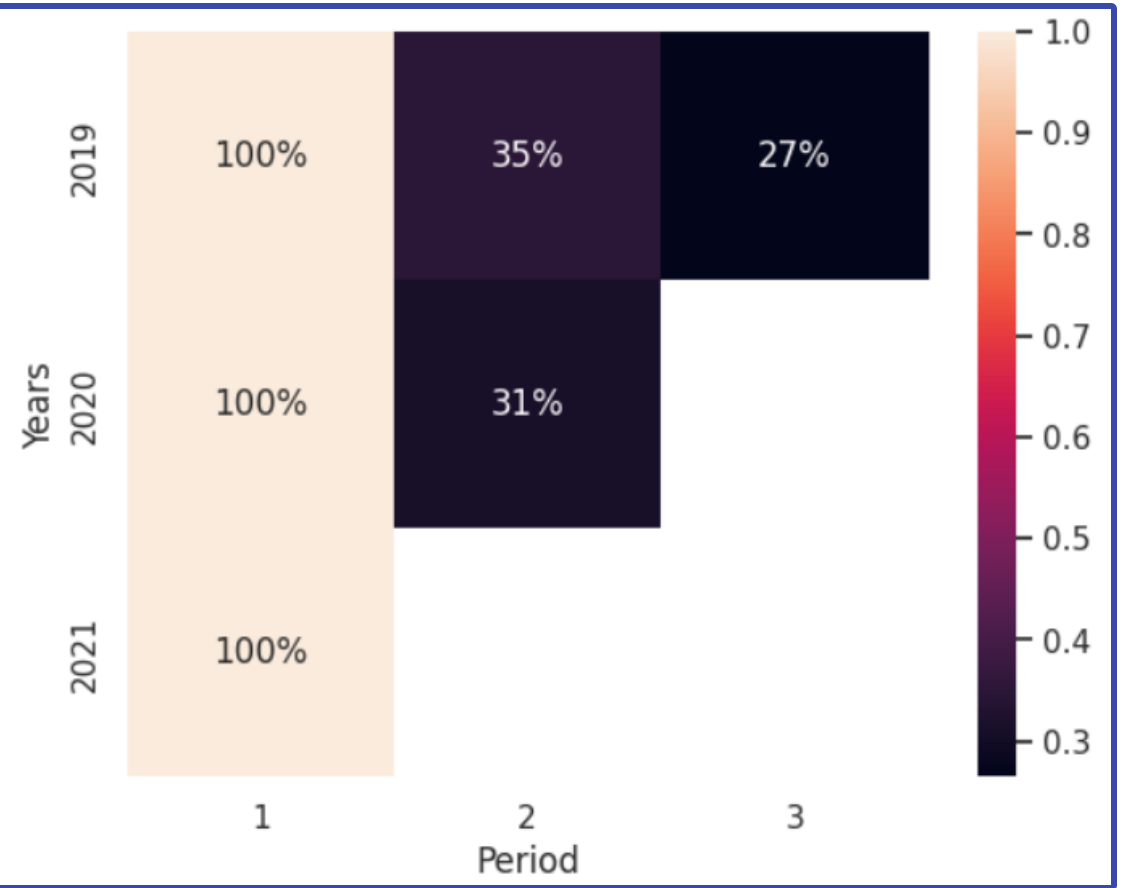
## CHURN RATE OF USERS THAT SUBSCRIBED WITH OR WITHOUT REFERRAL



## AVG OF EXCHANGES BY CHURNERS AND NOT CHURNERS



## COHORT - CHURN PER PERIOD



# CONCLUSION

## EVOLUTION OVER THE YEARS 2019 to 2021

- **Drop** in the number of **Subscriptions** since 2020.
- **Drop** in **Churn rate**. We have seen a downward trend since 2019, with users who actually use it and generating a volume of exchange requests remaining on the platform with other users.
- **Increase in LTV** as a result of the drop in Churn Rate. With fewer and fewer users leaving the platform, we find that the expected value these users deliver over time in their lifetime as customers is ever-increasing.
- We can see that **the number of exchanges affects subscription renewal**, as **people who renew make more exchanges** than those who do not. That is, the subscription renewal is linked to the recurrence of using the platform.
- Users who subscribed through **promotion** cancel more than those who didn't use promotion.
- When we look at the **Home Exchange MRR**, we can see that in April 2020 there was a sharp drop, which can be explained by the pandemic that broke out at that time and which reduced the number of subscriptions. Since then, it has not been able to recover the MRR level.

## INSIGHTS

### Improvement with Marketing Team

The company should adopt satisfaction surveys, such as NPS (Net Promotion Score) to help the Marketing team to improve their promotions and increase the number of subscriptions on the platform. Besides gaining customers, it would help them to investigate other reasons behind the churn and also the reason behind those who stay on the platform.

### Improvement with Product Team

Show the exchanges and subscription relation to the Product Team, to find solutions to improve the service and then increase the number of exchanges made by these users that are not renewing.

### Seasonality Study

We could see on our analysis that in January and June of 2020 and 2021 there was an increase on the number of subscriptions. What is the reason behind this?