

# Home Switch



## Summary

Analysis of churn drivers and customer behavior in a subscription-based model.



## Goal

To investigate potential factors influencing user retention and churn in a subscription service, focusing on distinct user behaviors. The goal is to understand these dynamics to better tailor the service and reduce churn rates.



## Problem

Why are churn rates fluctuating?

What are the behavioral differences in subscription preferences between different countries?

How does user engagement vary across different locations, and how do weather changes further influence this engagement?

What strategies can be developed to address these issues?

Which season has the most exchanged homes?



## User Story and Hypothesis

As a marketing manager, I want to analyze both customer behavior and subscriber churn rates so that I can develop targeted marketing campaigns and sales strategies that effectively increase customer engagement, sales, and loyalty, while also identifying and addressing trends and areas for improvement in customer retention.



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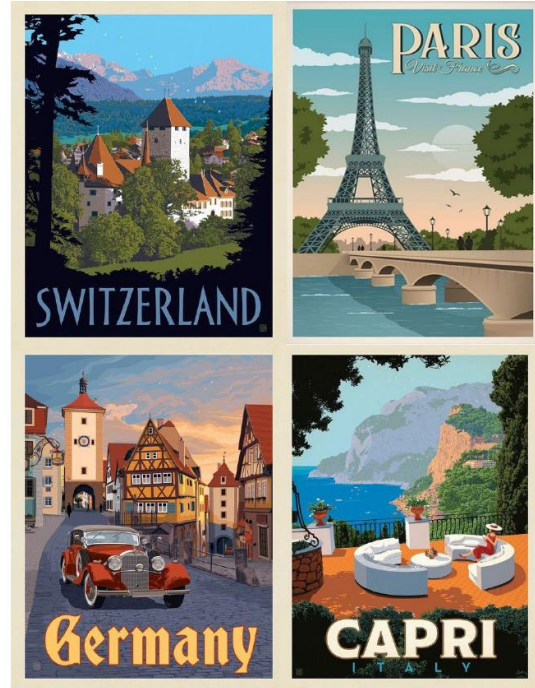
# Home Switch

❖ THE SCIENTISTS

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## Dashboard Snippet



## Home Switch Overview



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Total Exchanges

247K

% Churn Rate

32%

Number of Customers

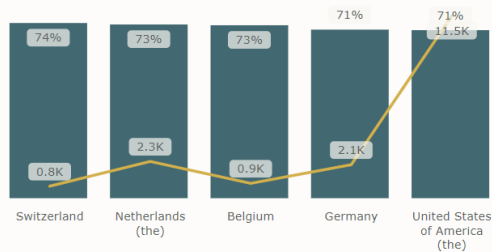
67.984K

Number of Countries

153

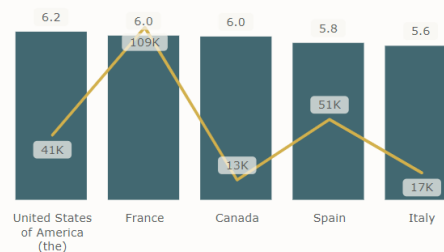
### Top 5 Retain Rates by Nationality and number of customers

● Retain rate ● Nb of customers



### Top 5 average nights and number of exchanges

● Avg nights ● Count of exchanges





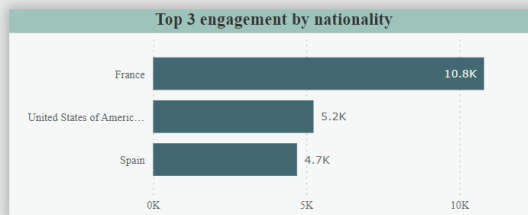
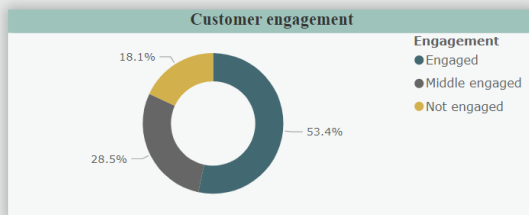
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## Customer Engagement and Retention

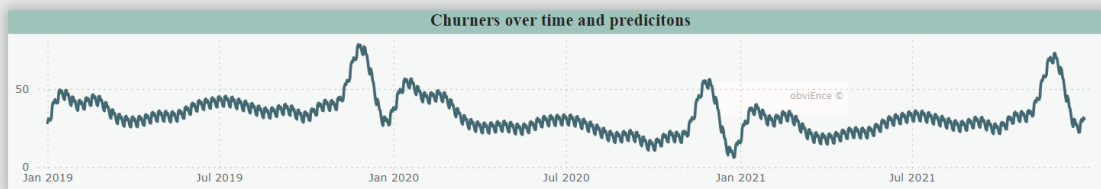
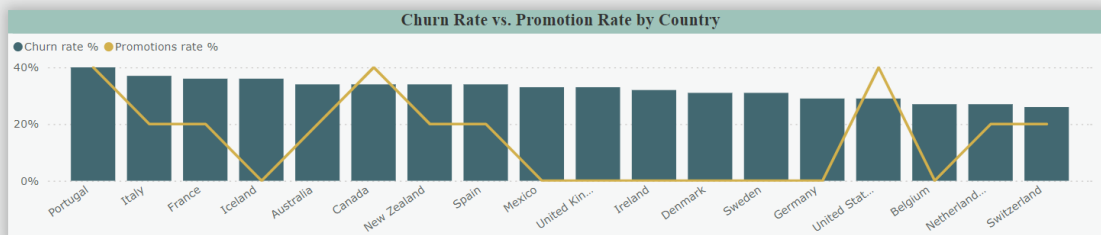


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### Engagement



### Churn analysis



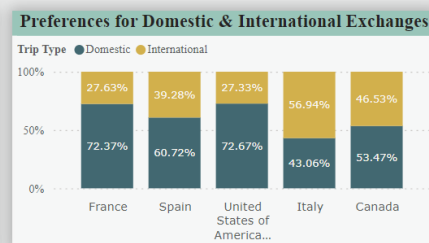
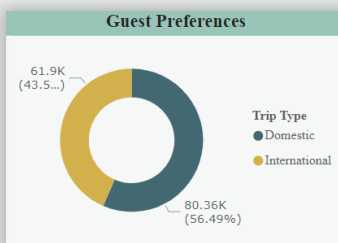
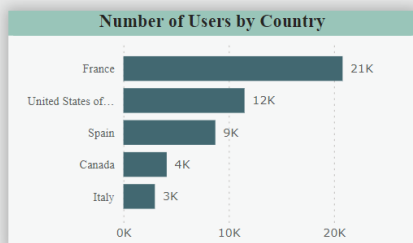
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## Customer Behavior



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### Country and preferences



### Successful rate

