


LONDON RCA SUMMARY v3

Action Items -  London RCA Action Items

1. Top 20 London Properties by Booking Count of 2023
2. Non-commissionable Properties in Season 2023
 - a. Non-commissionable after May 2023
 - b. Non-commissionable since Jan 2022
 - c. Commissionable in 2022 but Non-commissionable in 2023
3. Alternative properties to Top 20 London Properties of 2023 (Alternative Property = within 2 km of original property)

LONDON RCA SUMMARY v2

Revenue Delta(s)

[Revenue = (Leads*CVR) * Price * Comm% * Lease]

If 2023 commission% was same as 2022 commission% - **REVENUE DELTA - GBP 112,464**

COMM %	ACTUAL Revenue GBP						Projected Using 2022 Comm%				
Month	Bookings	Lease	Price	23 Comm%	Rev GBP		Bookings	Lease	Price	22 Comm%	Rev GBP
Mar 2023	80	44	247	3	26046		80	44	247	5	43409
Apr 2023	76	44	309	3	30958		76	44	309	3.5	36118
May 2023	112	44	350	2.5	43112		112	44	350	5	86224
Jun 2023	116	44	334	2.7	45983		116	44	334	4	68123
Jul 2023	144	44	278	3	52908		144	44	278	3.5	61726
Aug 2023	102	44	354	2.5	39676		102	44	354	3.5	55547
					238683						351147

If 2023 Paid Leads MoM distribution was same as 2022 (but not the same volume) -

REVENUE DELTA - GBP 4,926

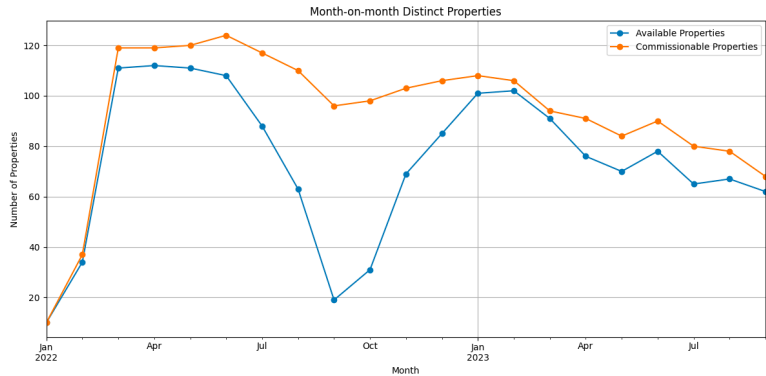
Paid Leads	ACTUAL Revenue GBP						Projected Using 2022 Paid Leads%							
Month	Bookings	Lease	Price	23 Comm%	Rev GBP		London Cam Leads	London Cam CVR	Other Bookings	Total Bookings	Lease	Price	23 Comm%	Rev GBP
Mar 2023	80	44	247	3	26046		687	0.010	80	87	44	247	3	28282

Apr 2023	76	44	309	3	30958		532	0.039	73	94	44	309	3	38184
May 2023	112	44	350	2.5	43112		945	0.024	98	120	44	350	2.5	46300
Jun 2023	116	44	334	2.7	45983		603	0.020	101	113	44	334	2.7	44720
Jul 2023	144	44	278	3	52908		1,286	0.014	110	127	44	278	3	46807
Aug 2023	102	44	354	2.5	39676		135	0.015	99	101	44	354	2.5	39316
					238683									243609

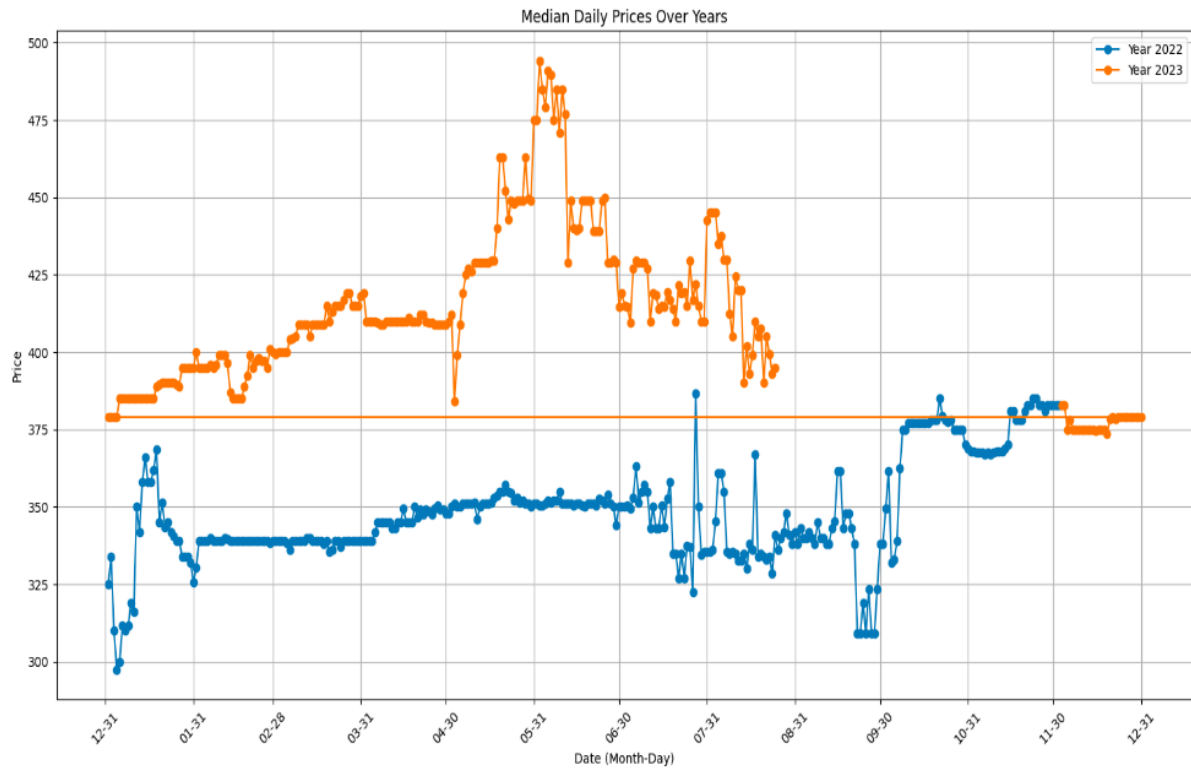
If 2023 total CVR Mom distribution was same as 2022 - **Revenue Delta - GBP 20,912**

CVR	ACTUAL Revenue GBP						Projected Using 2022 Paid Leads%							
Month	Bookings	Lease	Price	23 Comm%	Rev GBP		Leads	CVR	Total Bookings	Lease	Price	23 Comm%	Rev GBP	
Mar 2023	80	44	247	3	26046		3422	2.96%	101	44	247	3	32942	
Apr 2023	76	44	309	3	30958		2706	3.15%	85	44	309	3	34769	
May 2023	112	44	350	2.5	43112		3041	2.72%	83	44	350	2.5	31885	
Jun 2023	116	44	334	2.7	45983		2864	3.08%	88	44	334	2.7	34919	
Jul 2023	144	44	278	3	52908		5137	3.96%	203	44	278	3	74675	
Aug 2023	102	44	354	2.5	39676		5882	2.20%	130	44	354	2.5	50406	
					238683								259595	

MoM Commissionability vs Master Availability (MA) - Count of Properties (if 1 config MA then 1 else 0) - considering Ensuite & Studio only



Median Price - considering Ensuite & Studio only



Alternate Props Available at the time of booking and price and comm% for them

Original Revenue = € **241271**

Alternate Revenue = € **236511**

Budget Buckets

Budget [GBP]	leads	%	bookings	%	CVR
0-100	333	0.2%	0	0%	0.00%
100-150	23175	16.5%	70	5%	0.30%
150-200	17690	12.6%	201	14%	1.14%
200-250	19446	13.9%	339	23%	1.74%
250-300	7273	5.2%	170	12%	2.34%
300-350	23920	17.1%	372	26%	1.56%
NA	48290	34.5%	304	21%	0.63%
Total	140127		1456		1.04%

The 250-300 budget range has the best CVR at 2.34%. The 300-350 budget range sees the highest booking rate at 26% but with a CVR of 1.56%. Across all budgets, the overall CVR is 1.04%. Based on this we analysed the data for the given buckets which are performing above 1% in the CVR and below is the results we have got.

- Google is the leading traffic source across all budget bins
- Bing and Facebook have comparable counts in the 150-200 and 200-250 bins, but both trail Google
- Facebook's traffic is notably lower than both Google and Bing
- Nestpick, though niche, shows activity in the 250-300 and 300-350 bins

Intra Cluster Aggregated Price Data Summary

	price_15_avg				
Month	Cluster 1	Cluster2	Cluster3	Cluster4	Not in Cluster
Jan 2022		376	459		383
Feb 2022	337	345	460	337	300
Mar 2022	338	327	399	332	316
Apr 2022	358	348	389	326	322
May 2022	358	376	365	332	329
Jun 2022	372	367	374	336	333
Jul 2022	338	353	389	356	320
Aug 2022	341	356	406	360	327
Sep 2022		365	448	403	352
Oct 2022		368	374	428	328
Nov 2022	332	358	387	365	320
Dec 2022	353	362	391	377	339
Month	Cluster 1	Cluster2	Cluster3	Cluster4	Not in Cluster
Jan 2023	374	363	390	382	357
Feb 2023	395	372	390	386	371
Mar 2023	393	391	390	388	379
Apr 2023	417	415	404	389	395
May 2023	425		435	391	414
Jun 2023	419	489	503	401	445
Jul 2023		557	517	421	467
Aug 2023	458	531	522	422	451
Sep 2023	485	443	543	409	431

- Prices fluctuate across months, with the 50-day average often being higher than the 15-day average
- Cluster 2 sees a significant price spike in June and July 2023, especially in the 50-day average
- Some clusters, like Cluster 1, have missing data for certain months in 2023
- 2023 generally indicates an upward price trend for several clusters
- The "Not in Cluster" group's prices tend to be more consistent, following general cluster trends

Properties which are Active and Available Vs Active and Sold out

- Prices are generally higher when properties are available (Available=1) compared to when they aren't for both 15-day and 50-day averages.
- Property count in the first two months of 2023 exceeds that of 2022, but often dips below 2022's count in subsequent months.
- August 2023 shows a significant price increase, suggesting peak demand or limited supply.
- The property count for 2022 remains consistent from March to December, ranging between 116-131.
- For months with data in both years, available properties with a commission rate of 1 typically show increased prices in 2023 compared to 2022.

LONDON RCA SUMMARY v1

MoM Commissionability vs Availability

Master Availability on Map and clusters

Price comparison of intra-cluster properties

Yellow vs Green1 (commissionable not available) vs Green2 (Master availability) - Price comparison

2023 what price points got sold (20 GBP bucket) - CVR vs Budget

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Overview

		Mar	Apr	May	Jun	Jul	Aug	Total
2022	Commissionable	130	122	125	126	126	119	125
	Bookings	23	53	70	121	213	207	687
	Leads	1694	2352	3198	3877	6261	7519	24901
	CVR	1.36%	2.25%	2.19%	3.12%	3.40%	2.75%	2.76%
	Avg Price	£269	£236	£266	£271	£273	£315	£272
	Commission %	4.9%	4.2%	4.7%	4.6%	4.3%	3.5%	4.1%
	Commission	£15,454	£27,109	£42,911	£76,288	£126,000	£111,456	£399,217
	R/B	£672	£511	£613	£630	£592	£538	£581
2023	Commissionable	86	80	90	88	79	86	85
	Bookings	59	66	111	115	129	123	603
	Leads	3028	2858	5176	5905	7802	5168	29937
	CVR	1.95%	2.31%	2.14%	1.95%	1.65%	2.38%	2.01%
	Avg Price	£299	£301	£324	£332	£369	£344	£328
	Commission %	3.1%	3.2%	2.6%	2.5%	2.4%	2.0%	2.5%
	Commission	£27,264	£32,332	£46,215	£48,326	£56,505	£41,790	£252,433
	R/B	£462	£490	£416	£420	£438	£340	£419

Problem statement

Bookings (YoY) consistently increased (~1.5x) till May2023 but has plummeted after that (~0.7x)

Bookings have consistently increased YoY till May 2023

- due to increase in leads
- and availability of properties with reasonable prices

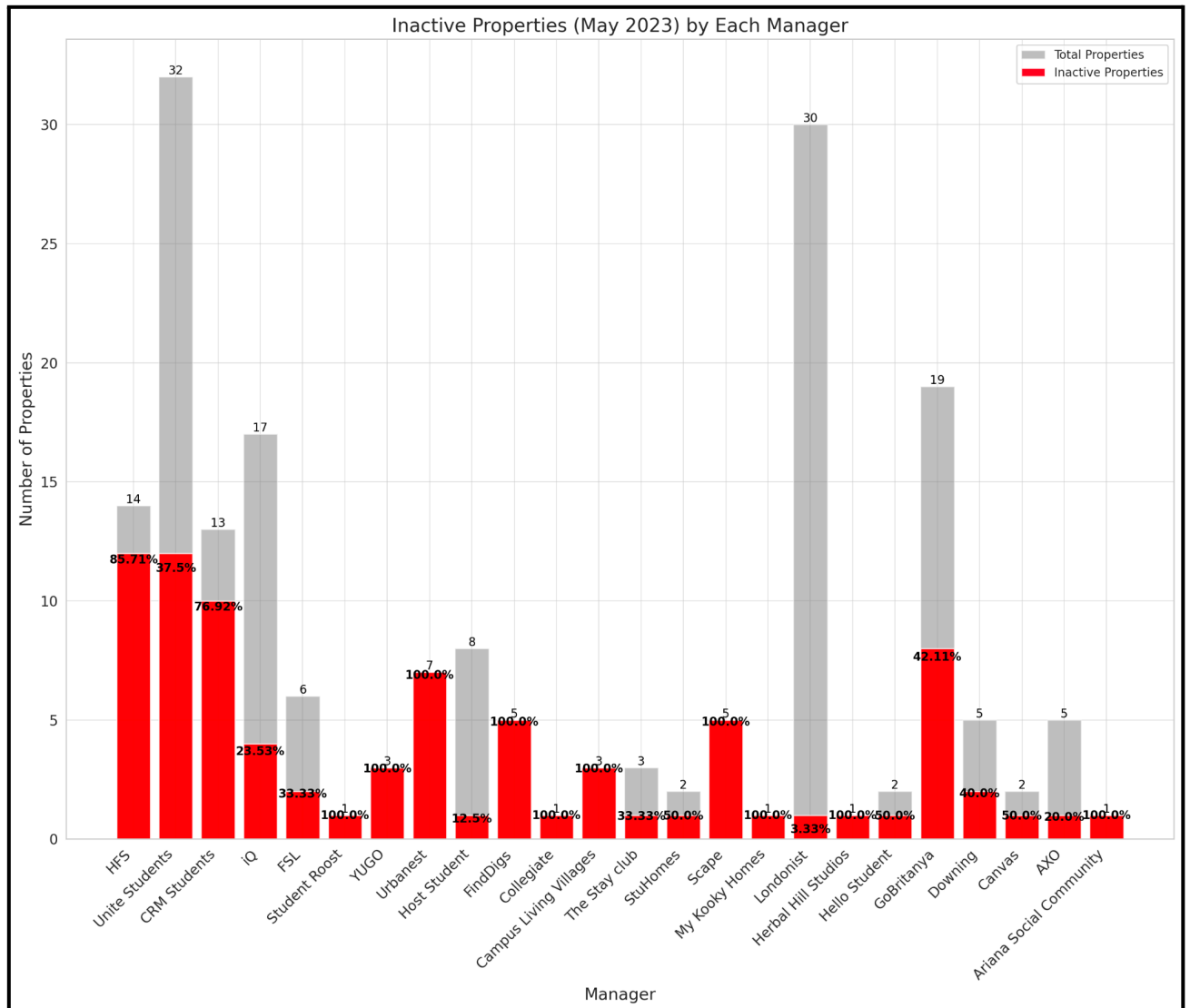
Bookings dropped significantly post-June 2023

- due to highly-wanted properties made non-commissionable by 31st May 2023
- available properties were very high in price
- despite increase in leads [~1.5x] till July 2023

Prices 2022 vs 2023

- Mar 2023 price ~= Mar 2022 + GBP 30
- July 2023 price ~= July 2022 + GBP 100
- 2022 price range [Mar, July] = [269, 273]
- 2023 price range [Mar, July] = [299, 369]

PM-wise Inactive



Properties made non-commissionable before 31st May 2023 contributed to

- 60% of bookings of June 2022
- 52% of bookings of July 2022
- 34% of bookings of August 2022 / but 21% of bookings in Aug 2023 as certain properties were made commissionable for limited period of time

PM Highlights -

1. HFS

a. Bookings Month-wise

- i. June 2022 17% (21) of London bookings vs 0% in 2023
- ii. July 2022 10% (22) of London bookings vs 0% in 2023

b. Non-commissionable properties before 31st May - 86%

c. Properties with significant booking losses

- i. Charles Morton Court
- ii. Portobello Garrow House
- iii. McMillan Student Village

2. Unite Students

a. Bookings Month-wise

- i. June 2022 10% (12) of London bookings vs 0% in 2023
- ii. July 2022 15% (31) of London bookings vs 0% in 2023

b. Non-commissionable properties before 31st May - 38%

c. Properties with significant booking losses

- i. North Lodge
- ii. Stratford ONE

3. CRM Students

a. Bookings Month-wise

- i. June 2022 8% (10) of London bookings vs 0% in 2023
- ii. July 2022 10% (22) of London bookings vs 0% in 2023

b. Non-commissionable properties before 31st May - 77%

c. Properties with significant booking losses

- i. The Cube – Greenwich
- ii. The Cube – Ealing
- iii. Grand Felda House

iv.Louise House

v.The Valentine

vi.Great Court

4. iQ

a. Bookings Month-wise

- i. June 2022 6% (7) of London bookings vs 0% in 2023
- ii. July 2022 7% (14) of London bookings vs 1% in 2023

b. Non-commissionable properties before 31st May - 24%

c. Properties with significant booking losses

- i. iQ Magenta House
- ii. iQ Aldgate
- iii. iQ Hammersmith

5. FSL

a. Bookings Month-wise

- i. June 2022 6% (7) of London bookings vs 0% in 2023
- ii. July 2022 2% (5) of London bookings vs 0% in 2023

b. Non-commissionable properties before 31st May - 33%

c. Properties with significant booking losses

- i. Spring Mews

6. Student Roost

a. Bookings Month-wise

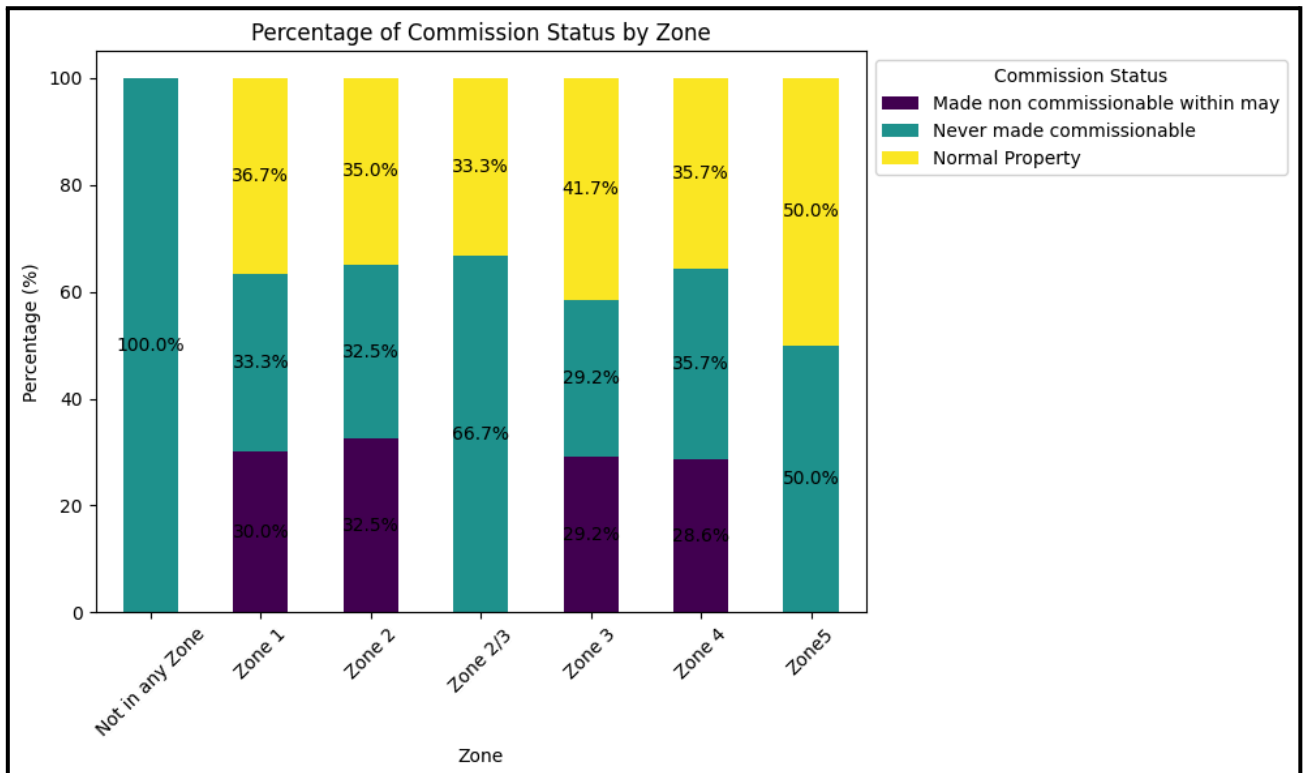
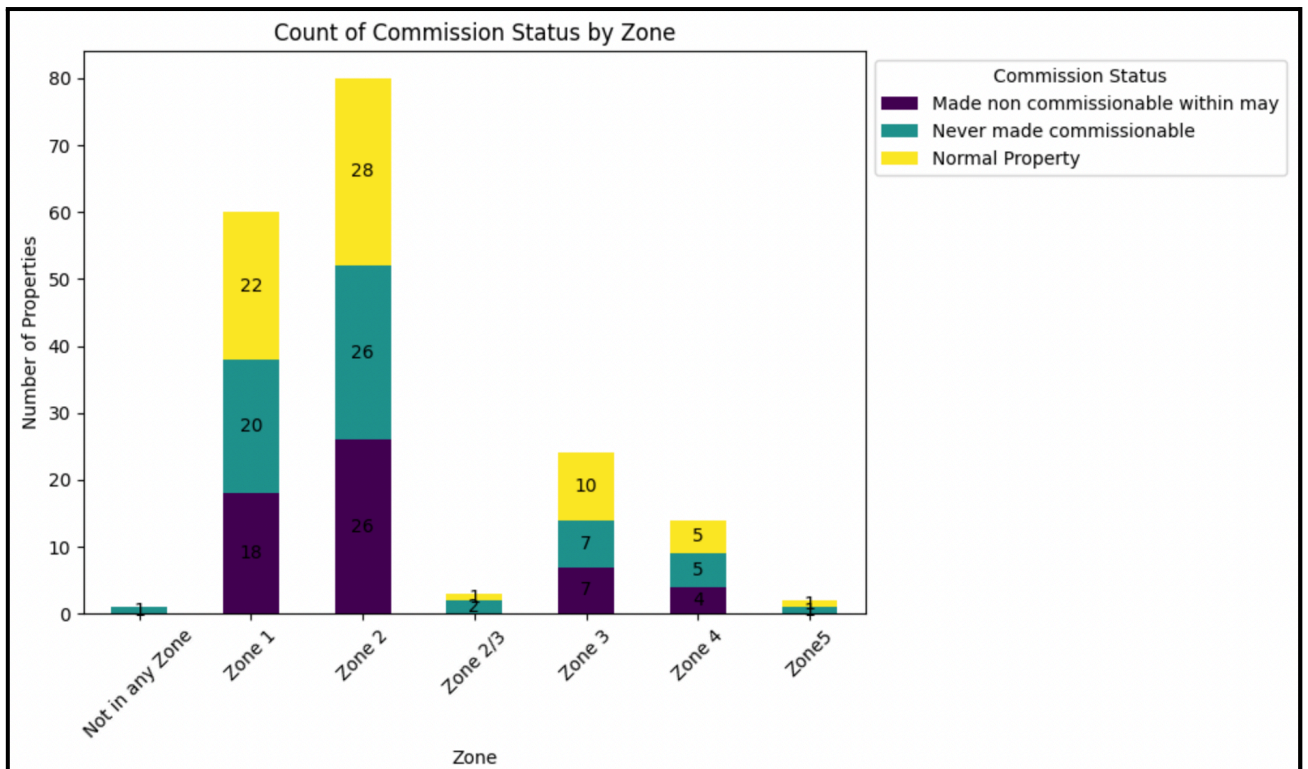
- i. June 2022 5% (6) of London bookings vs 2% (2) in 2023
- ii. July 2022 6% (12) of London bookings vs 5% (6) in 2023

b. Non-commissionable properties before 31st May - 100%

c. Properties with significant booking losses

- i. Mannequin House

Zone-wise Commissionability (Prop Volume and split)



Geographical Distribution of PBSA in Zone 1 & Zone 2

- **Black PBSA** (circle icon) - **Non-commissionable across 2022 & 2023**
- **Yellow PBSA**(circle icon) - **Non-commissionable before May 2023**
- **Green PBSA** (circle icon) - **Commissionable throughout 2023**
- **Red University** (arrow icon) - **Major Universities of London**

