

**h•me  
exchange**



**le wagon**

**Demo Day**  
#Batch 1203

Chloé Therreau

# HomeExchange



[How much does it cost?](#) [How it works](#) [Sign in](#) [Sign up for free](#)

## Travel more for less with the #1 home exchange community in the world

Where would you like to go?

Where are you going?

[Search](#)

**+100,000**  
subscribers

**+130**  
countries

**Every 2 minutes**  
an exchange is finalized

# Presentation

## How does it work?

Sign up and take the membership to get one year of unlimited, worry-free exchanges for the price of one night's stay at a hotel.



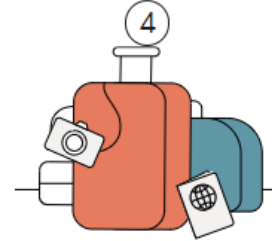
Sign up for free



Complete and verify your profile to introduce yourself to the community



Pay the annual membership fee of \$220 and access all our features and benefits

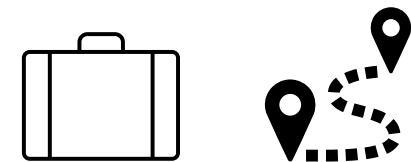


Enjoy 12 months of unlimited exchanges with peace of mind thanks to our guarantees

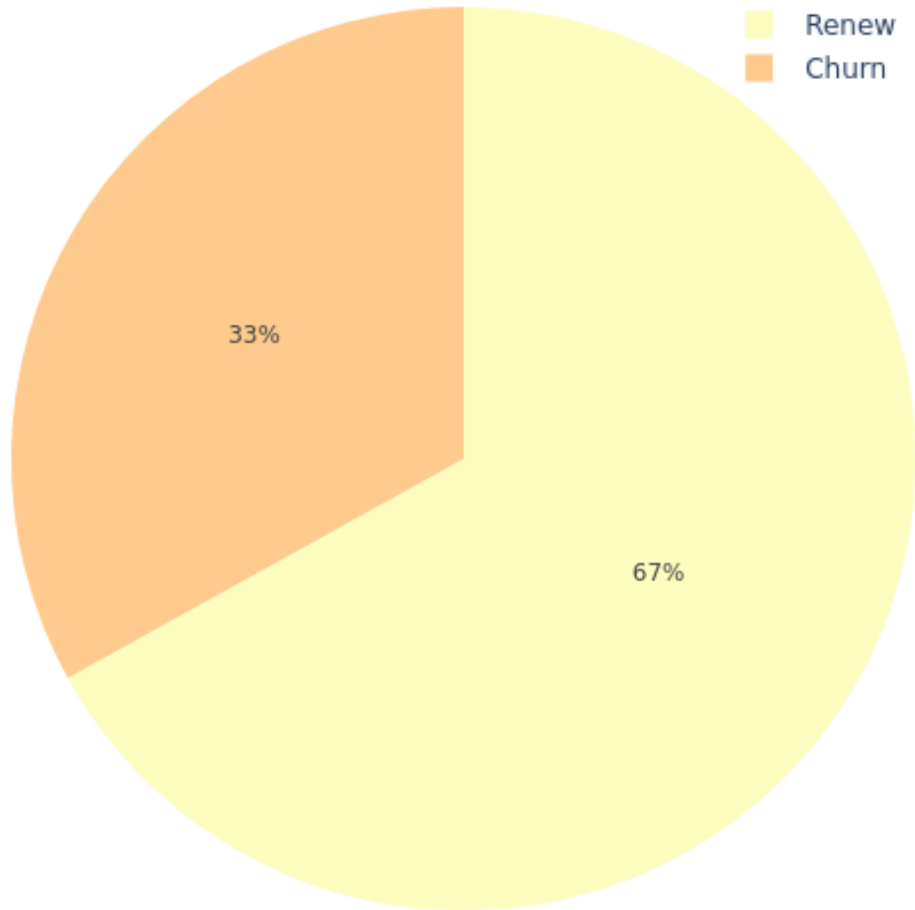
Sign up

[Learn more about the annual membership](#)

- 2 ways of travels :
  - **Reciprocal** : you come to my house; I go to yours
  - **Not reciprocal** : you come to my house; in exchange I win GuestPoints that I can use to stay in another user house.
- Annual subscription give access to GuestPoints :
  - 500 GP for the first subscription
  - 250 GP for the other one



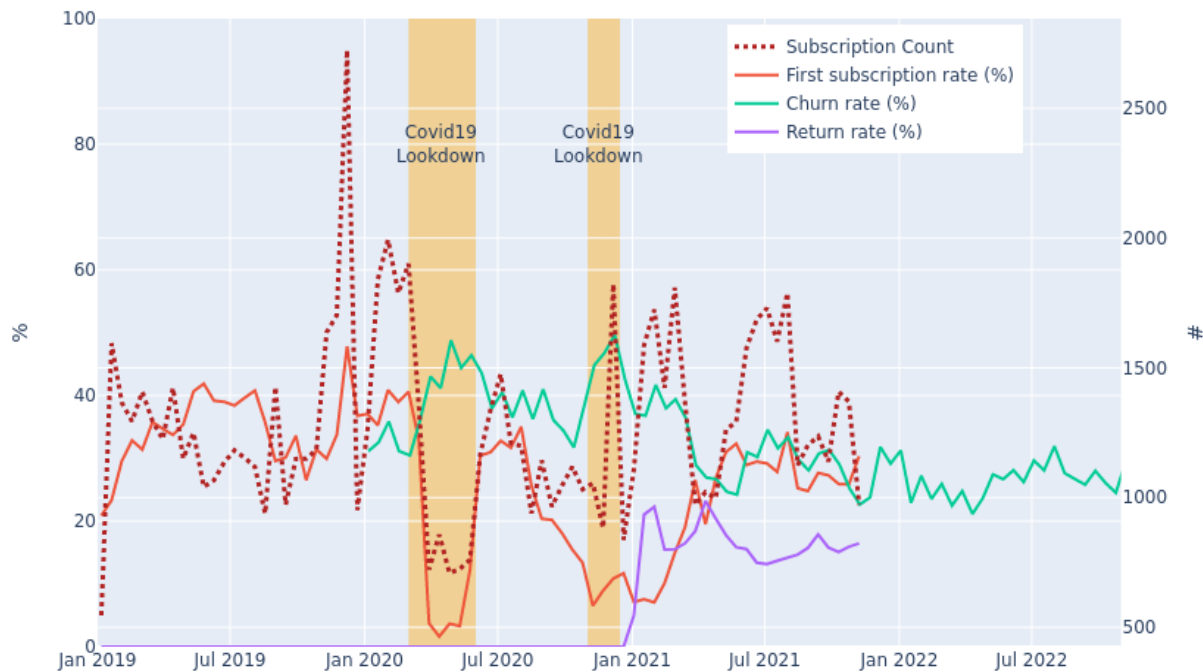
# Why some user leave HomeExchange ?



- **3 years of data :**
  - Subscriptions from 01-2019 to 10-2021
  - Exchanges from 01-2019 to 10-2022
- **Churn rate as a function of :**
  - Date of subscription
  - Number of subscriptions for each user
  - The use or not of promotion and referral
  - Country
  - Number of exchange done by the user (as host, guest, both or none)

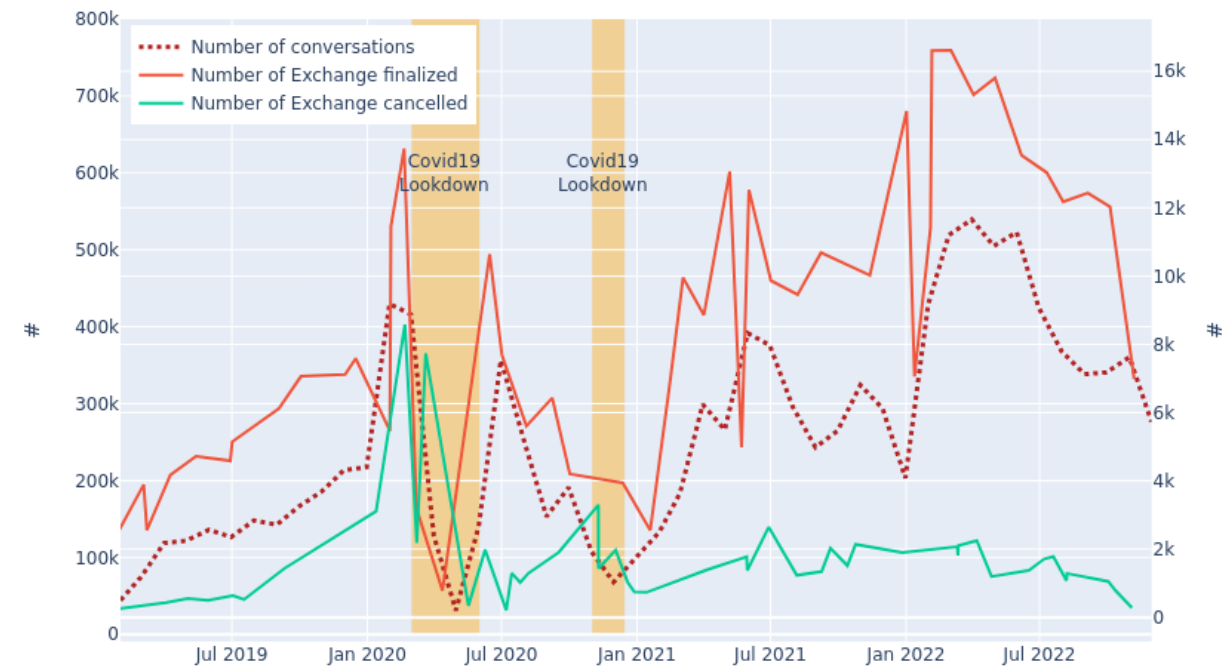
# Timing & COVID

Number of subscription / Churn, first subscription and 'return' rate between 2019 and 2022



~ 1.5 times more subscriptions in June 2021 compared to June 2019

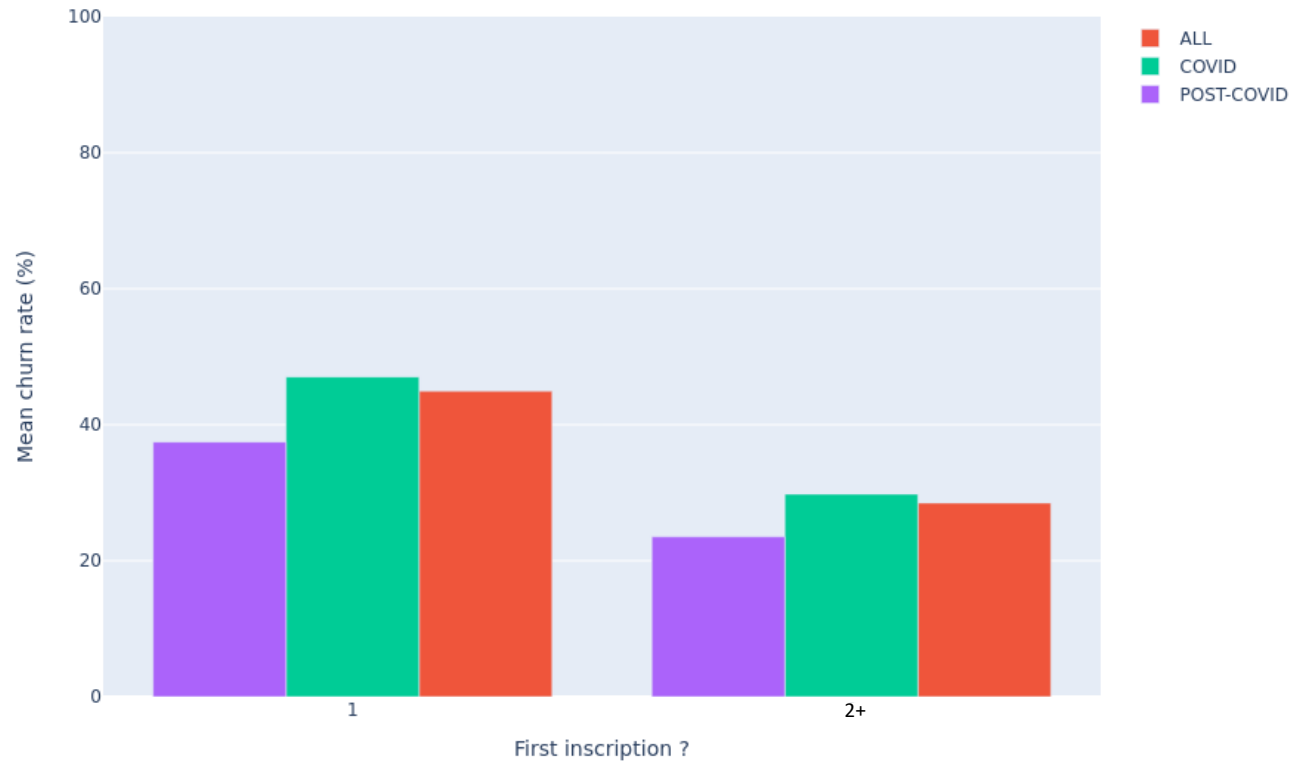
Number of conversations and exchanges between 2019 and 2022



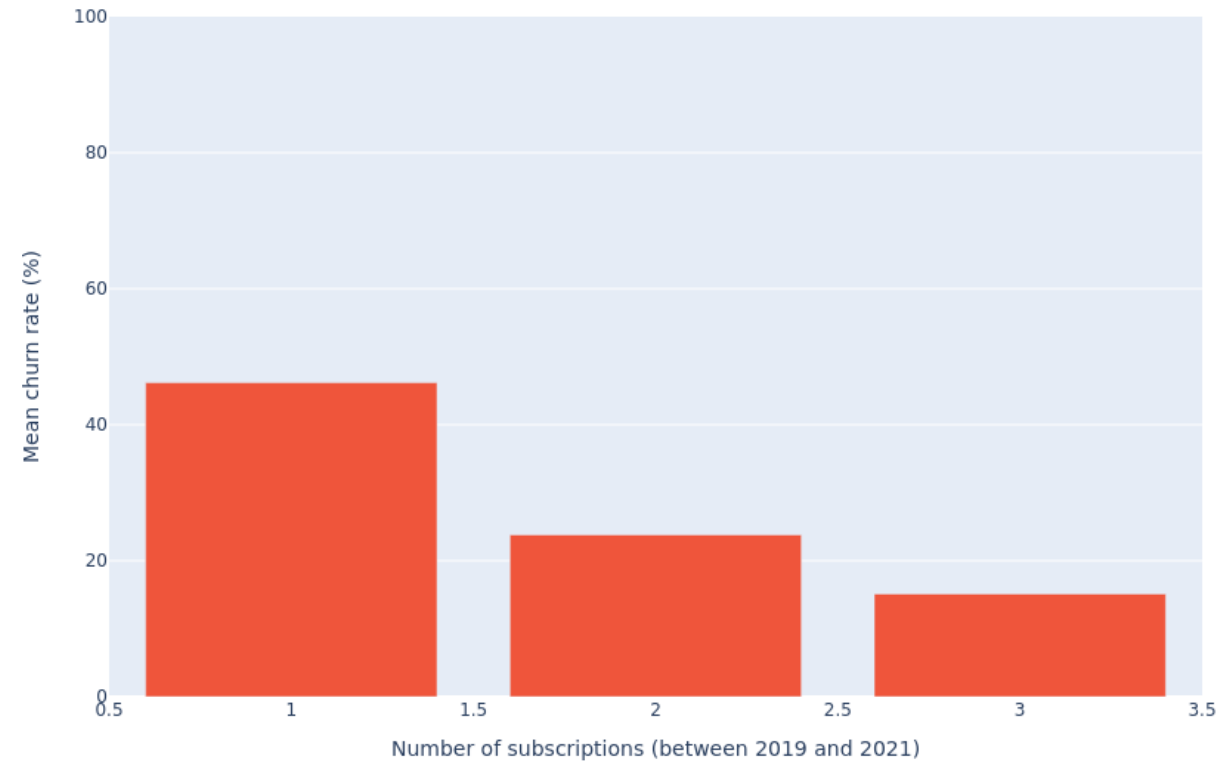
~ 3 times more exchanges finalized in June 2021 compared to June 2019

# Number of subscriptions

Mean churn rate if it is a first subscription or not

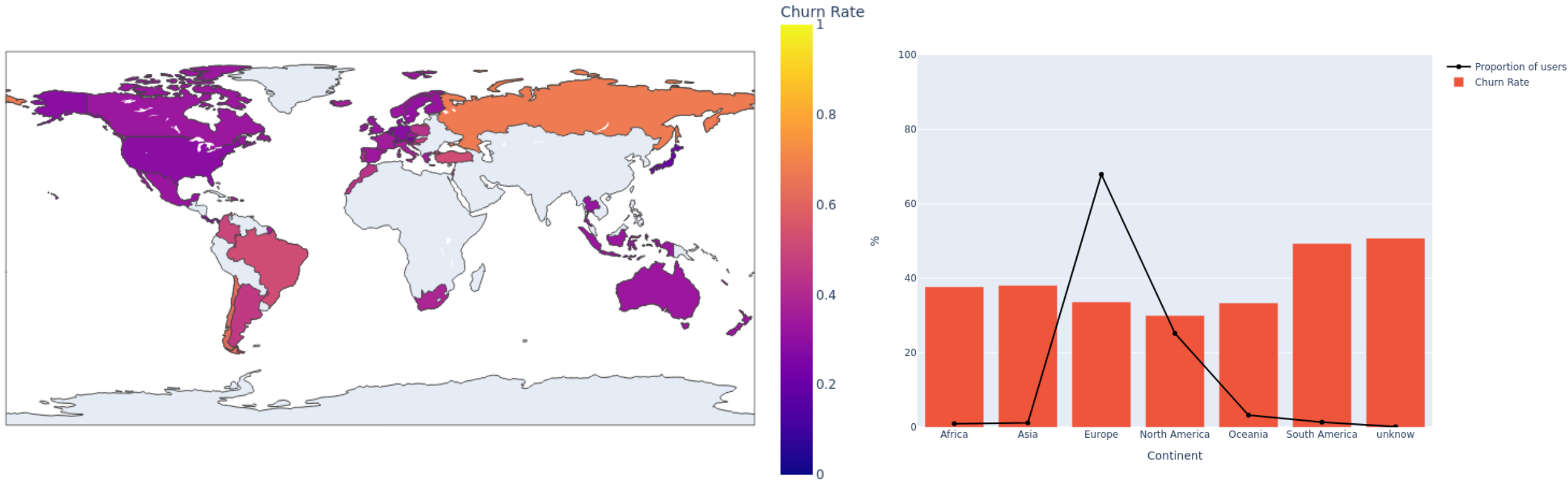


Mean churn rate as a function of the number of subscriptions (between 2019 and 2021)



# Localization of the user

Churn rate by country (for country with more than 50 users)

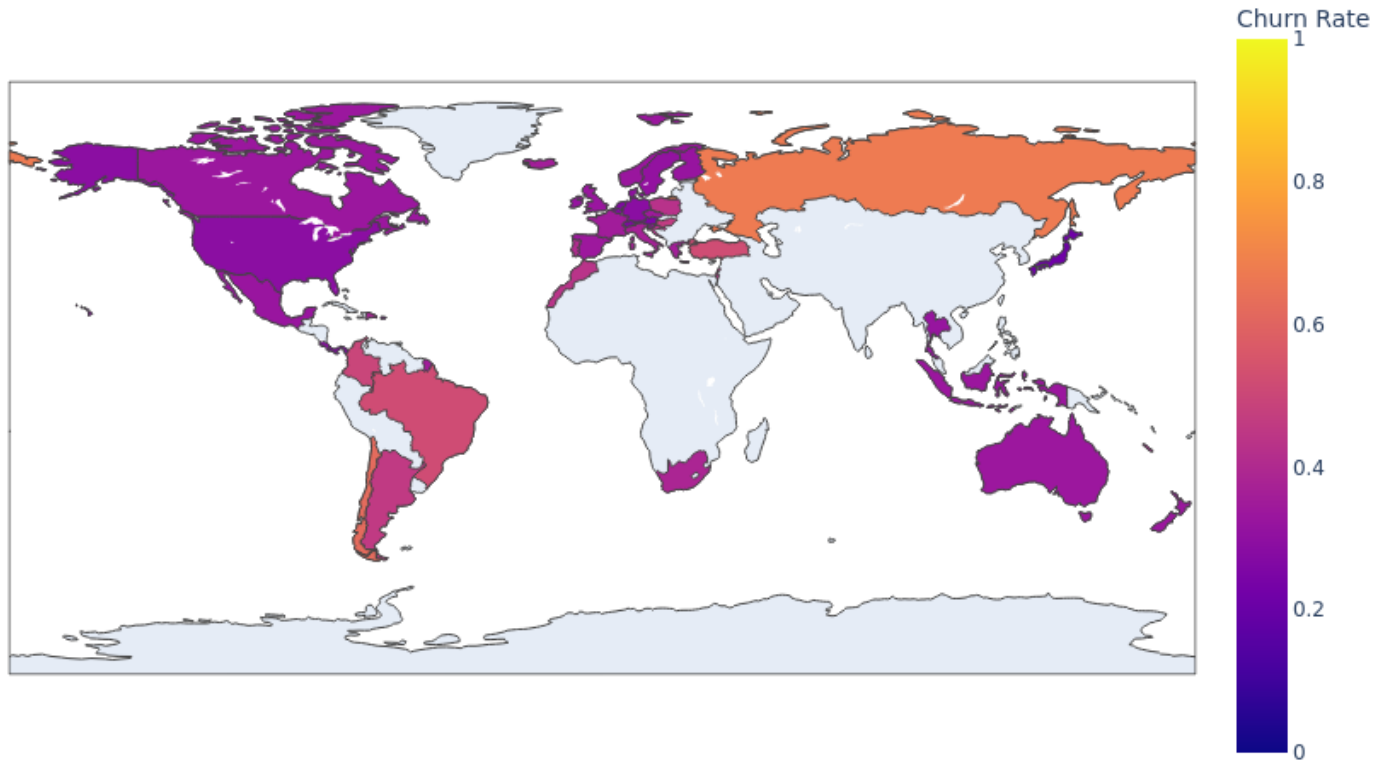


North American users show a smaller churn rate than European

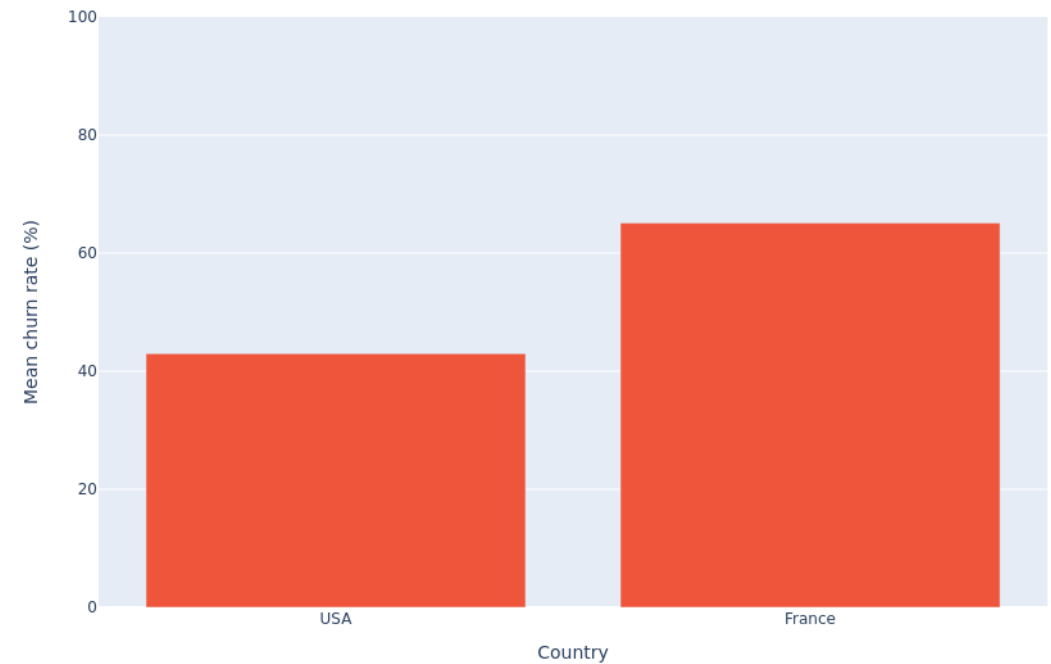


# Localization of the user

Churn rate by country (for country with more than 50 users)



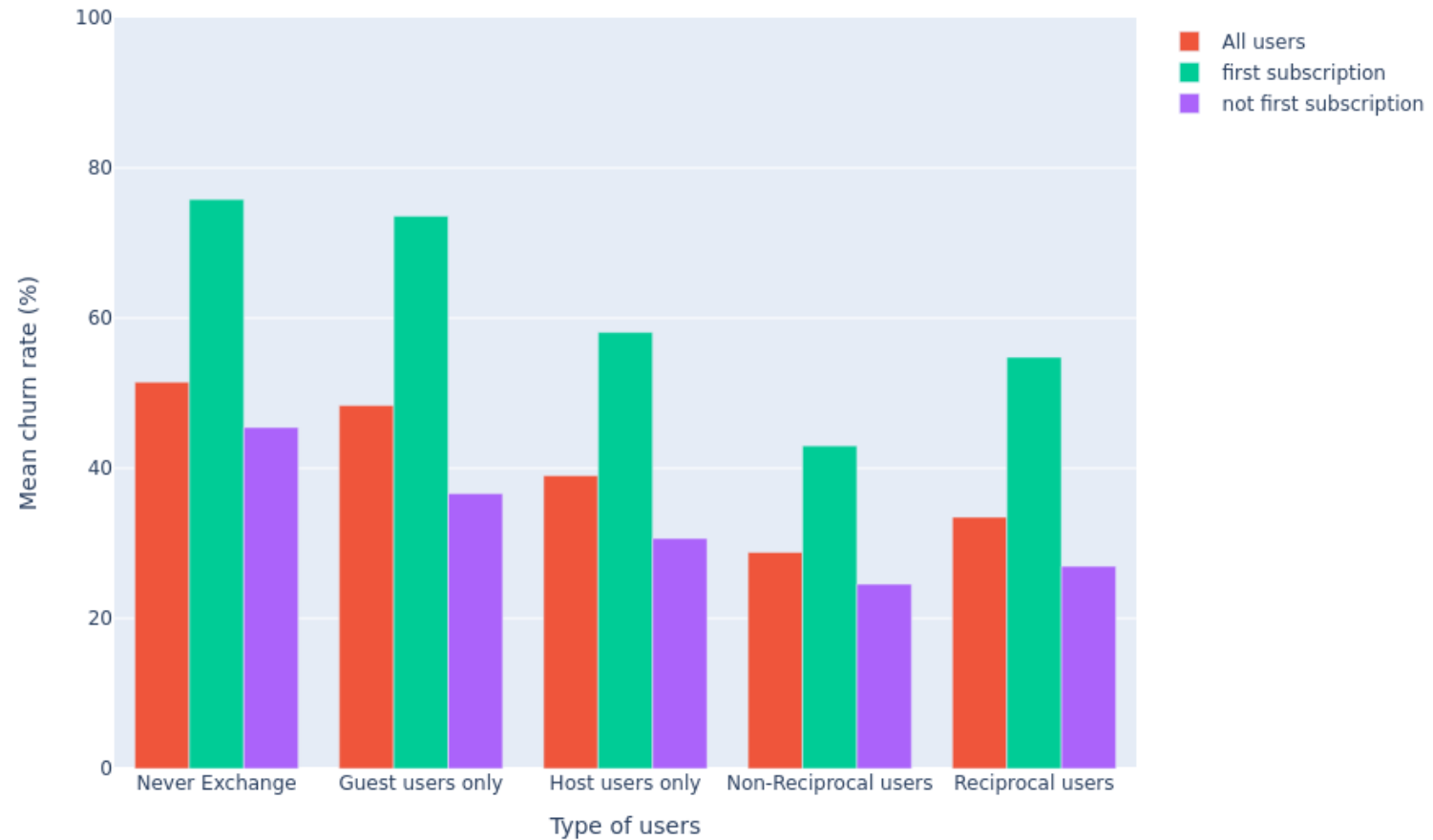
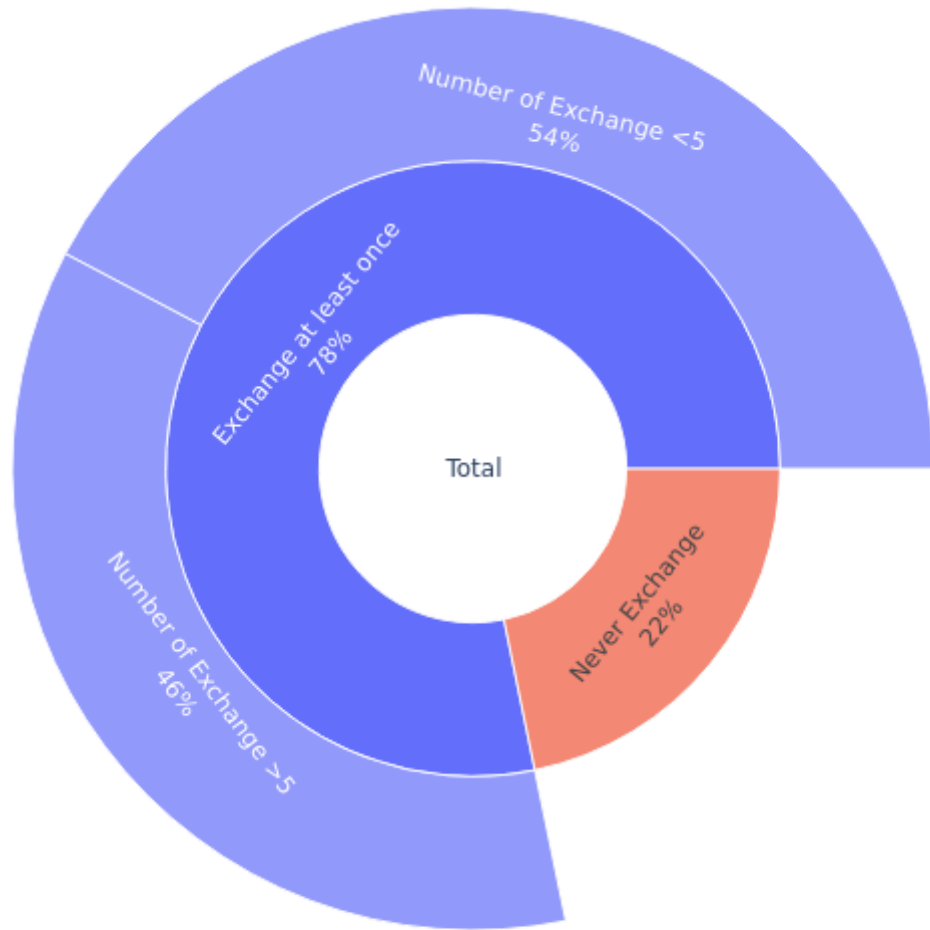
Mean churn rate for users with 0 exchange between 2019 and 2022



The re-subscription rate among non-users of Home Exchange is higher for USA's users compared to French users.



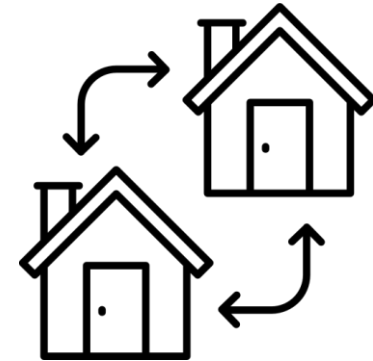
# Type of users



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## Enhancing Exchanges (via GP or reciprocal):

1. Encourage users to become hosts by offering them additional rewards when they become hosts for the first time
2. Increase the visibility of hosts users by adding a badge to their profiles, attracting attention to them.



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## Identify highly active users to serve as ambassadors :

1. Enhance user profiles by including social media information.
2. Utilize ambassadors to promote the platform and engage with the community.
3. Recognize and reward users who successfully refer a significant number of new users.





### Motivating Users with Limited Engagement:

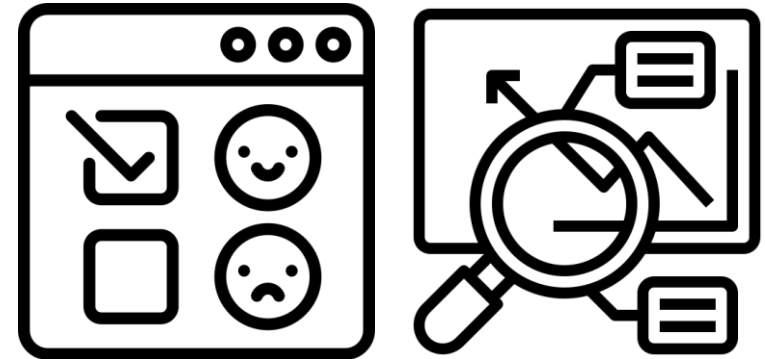
1. Identify users with a small number of conversations or exchanges.
2. Reach out to them via email, providing tips and recommendations to help them find exchanges.
3. Suggestions may include improving the quality of house pictures or descriptions, receiving alerts when their city is highly searched on the website, and more.



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## Surveying Non-Exchanging Users:

1. If a user's subscription is nearly expired and they have not engaged in any exchanges, conduct a survey to understand their reasons.
2. Analyze the collected data to gain insights into the challenges faced by users in finding suitable exchanges and determine potential areas for improvement.

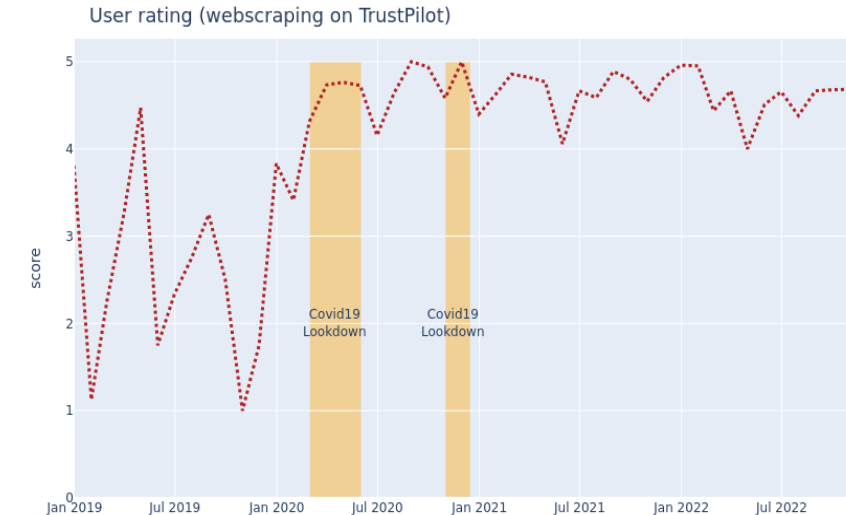
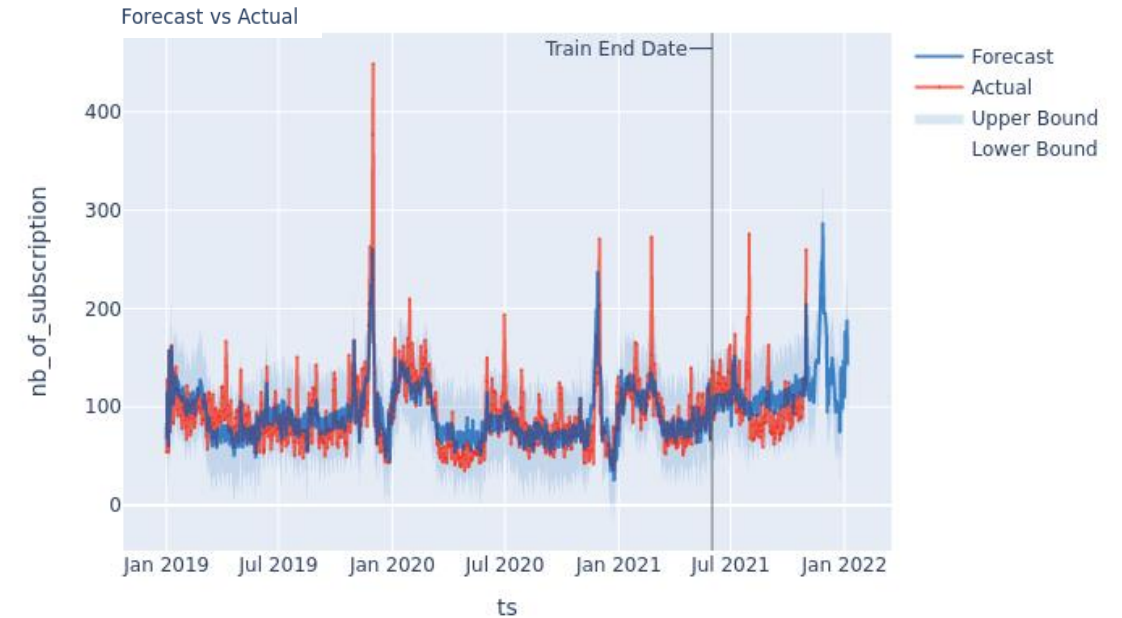
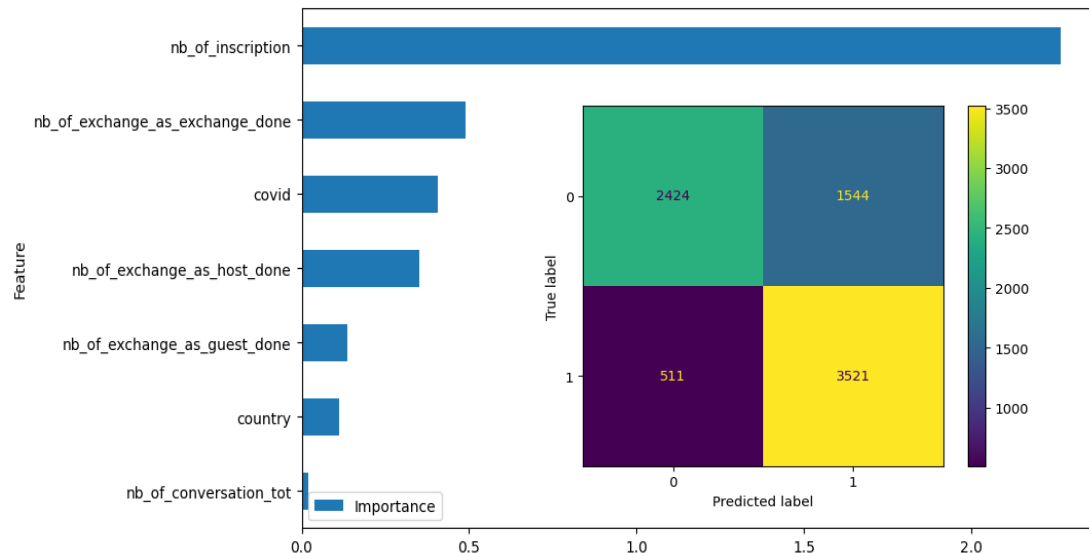


# More to see on GitHub

<https://github.com/ctherreau/HomeExchange>



- More parameters analysis
- Statistical tests
- Prediction of which users are highly likely to become churners
- Prediction of the number of subscription for the following months



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