le wagon

Demo Day
#Batch 1203

Chloé Therreau

home
exchange

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

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.

① Sign up for free

② Complete and verify your profile to introduce yourself to the community

③ Pay the annual membership fee of $220 and access all our features and benefits

④ 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 ?

Renew
Churn

33%

67%
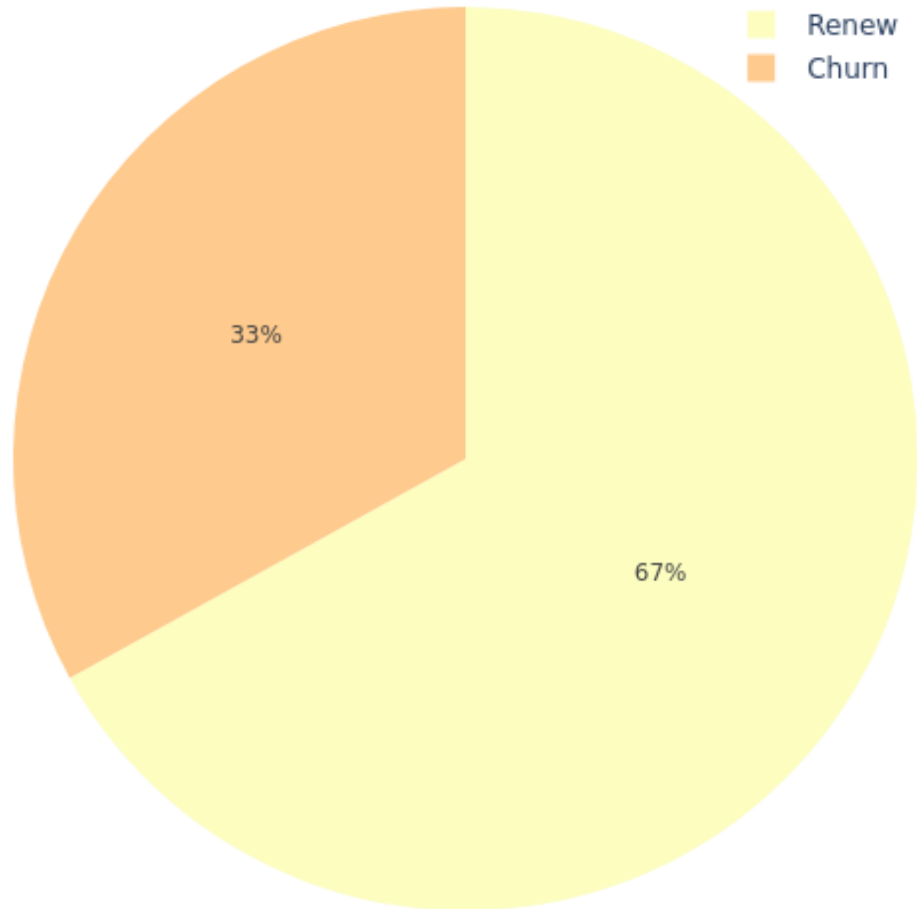
- **3 years of data :**
  - Subscriptions from 01-2019 to 10-2021
  - Exchanges from 01-2019 to 10-2022
- **Churn rate as a function of :**
  - Date of subscription
  - Number of subscriptions for each user
  - The use or not of promotion and referral
  - Country
  - Number of exchange done by the user (as host, guest, both or none)

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

Number of conversations and exchanges between 2019 and 2022
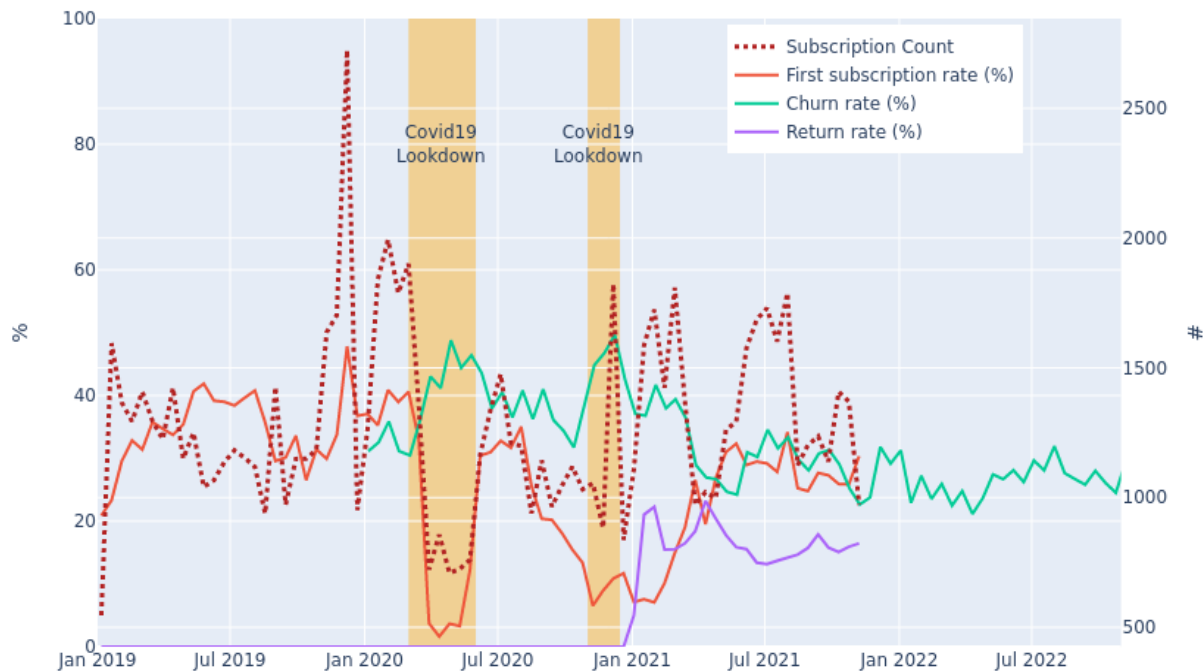
~ 1.5 times more subscription in June 2021 compared to June 2019
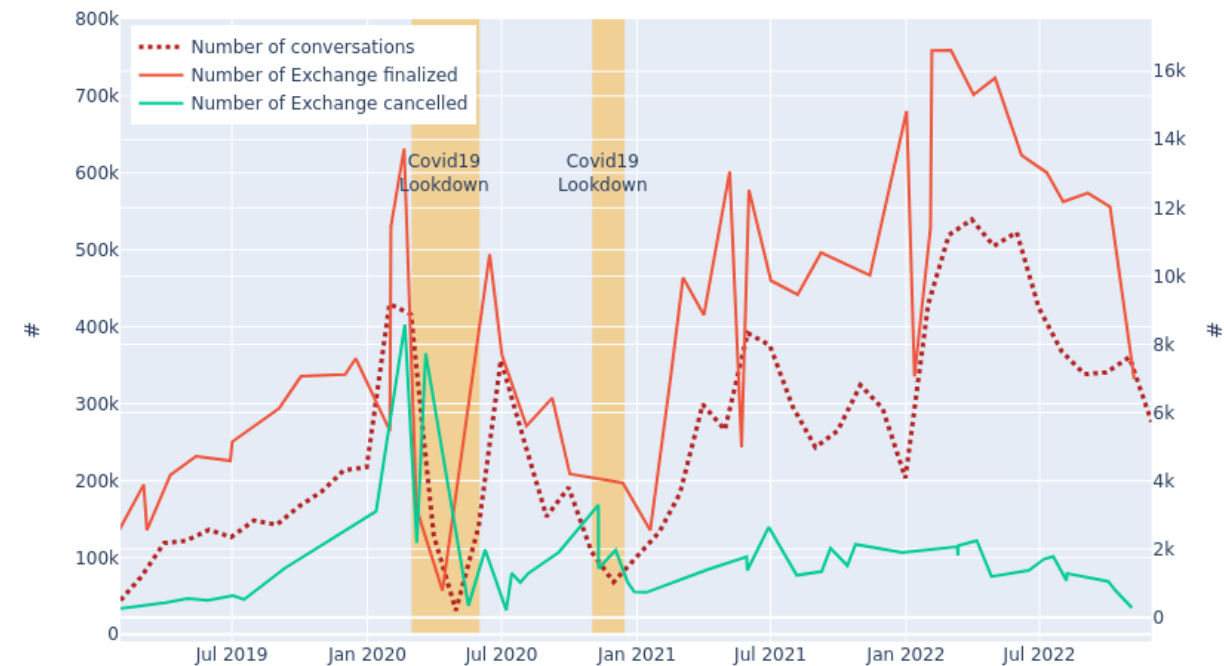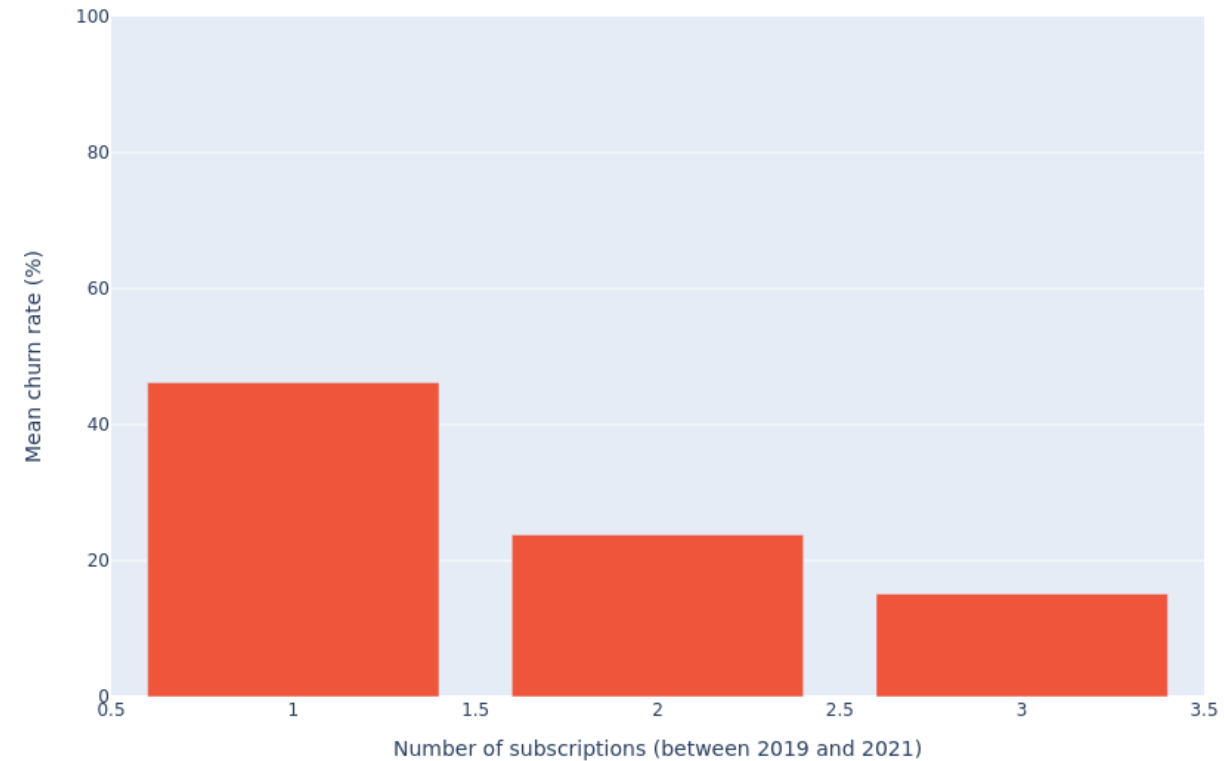
~ 3 times more exchange finalized in June 2021 compared to June 2019
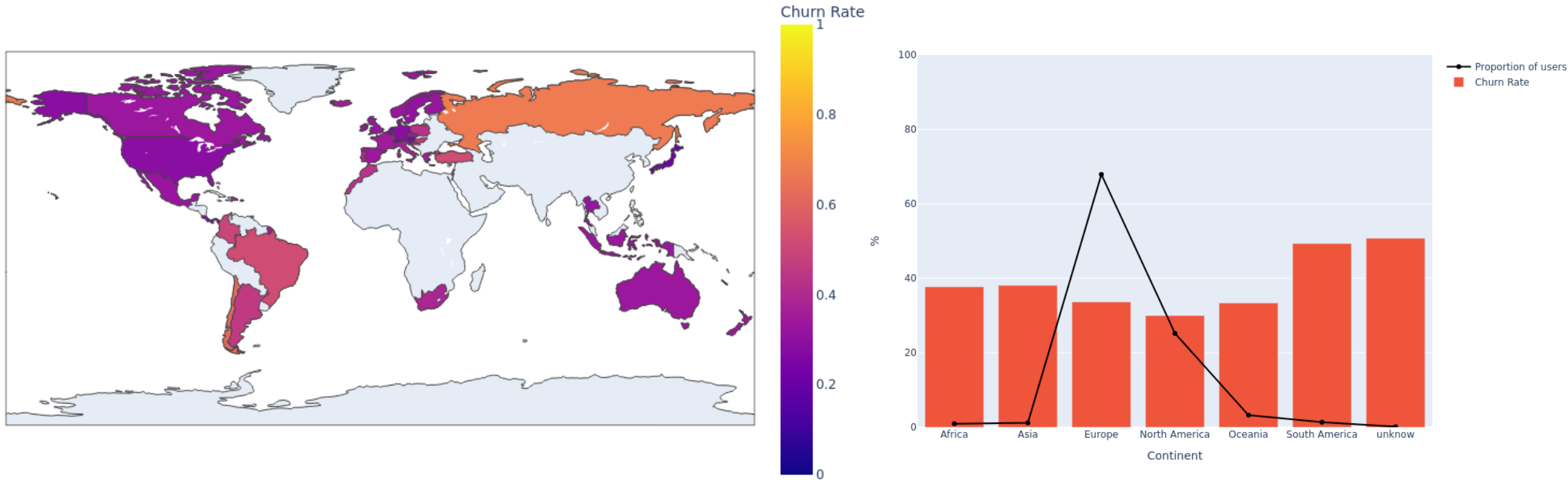
Mean churn rate if it is a first subscription or not
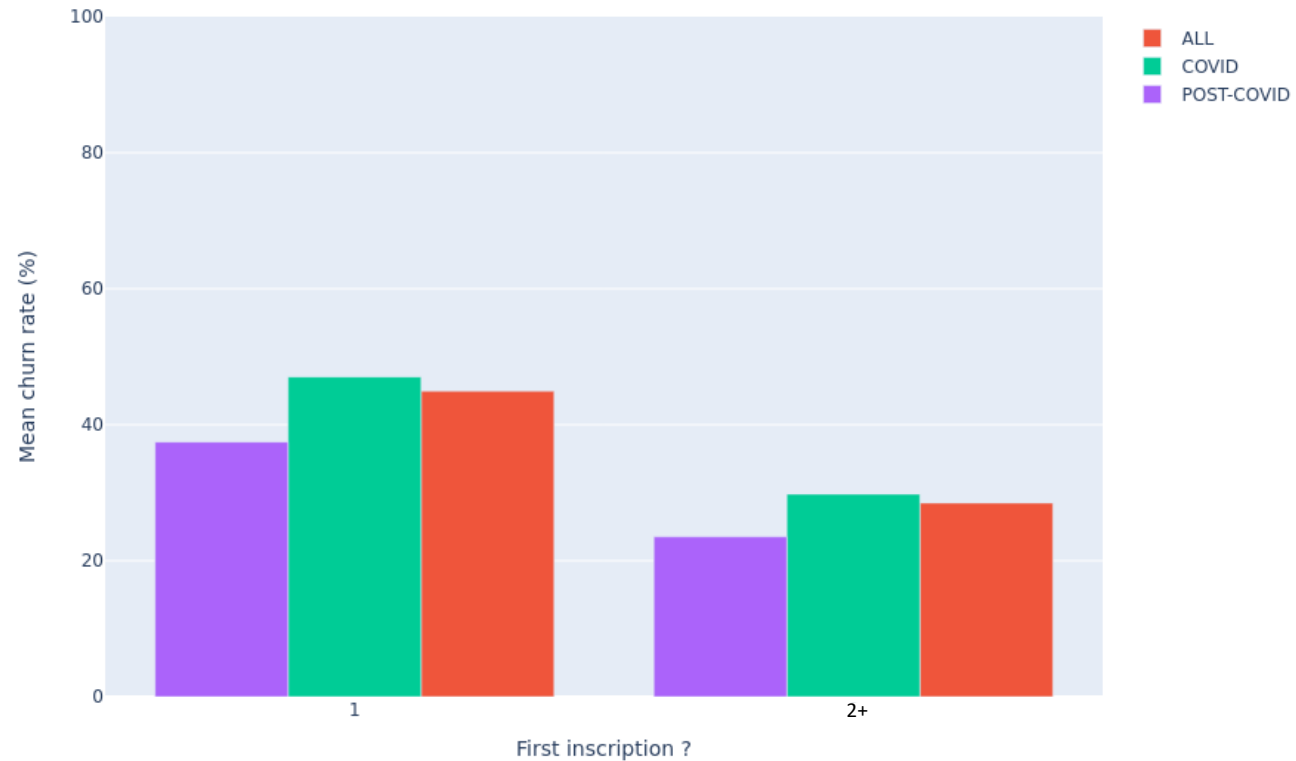
Mean churn rate as a function of the number of subscriptions (between 2019 and 2021)

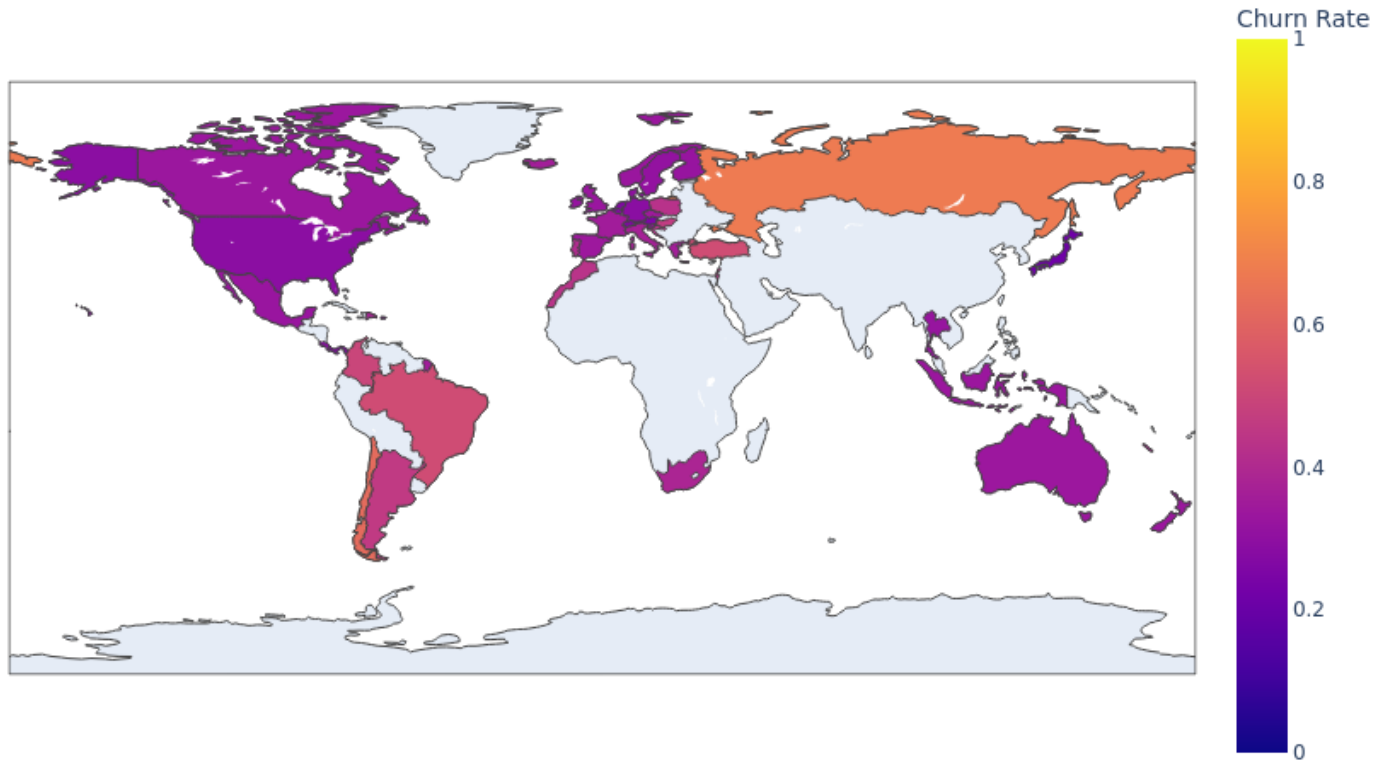Churn rate by country (for country with more than 50 users)

North American users show a smaller churn rate that European

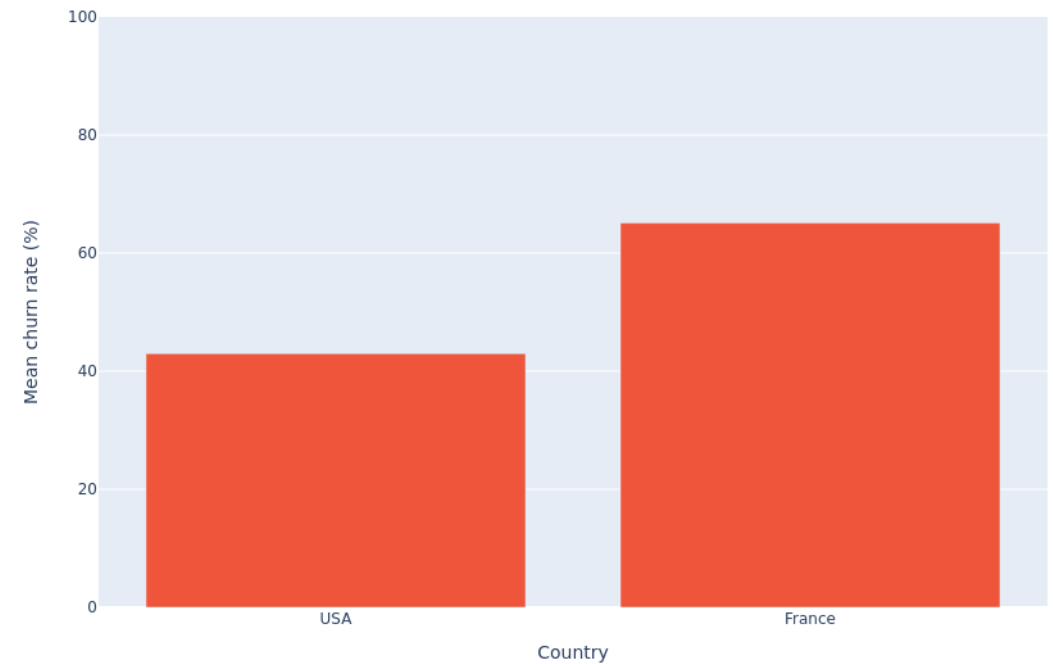## Churn rate by country (for country with more than 50 users)

Churn Rate

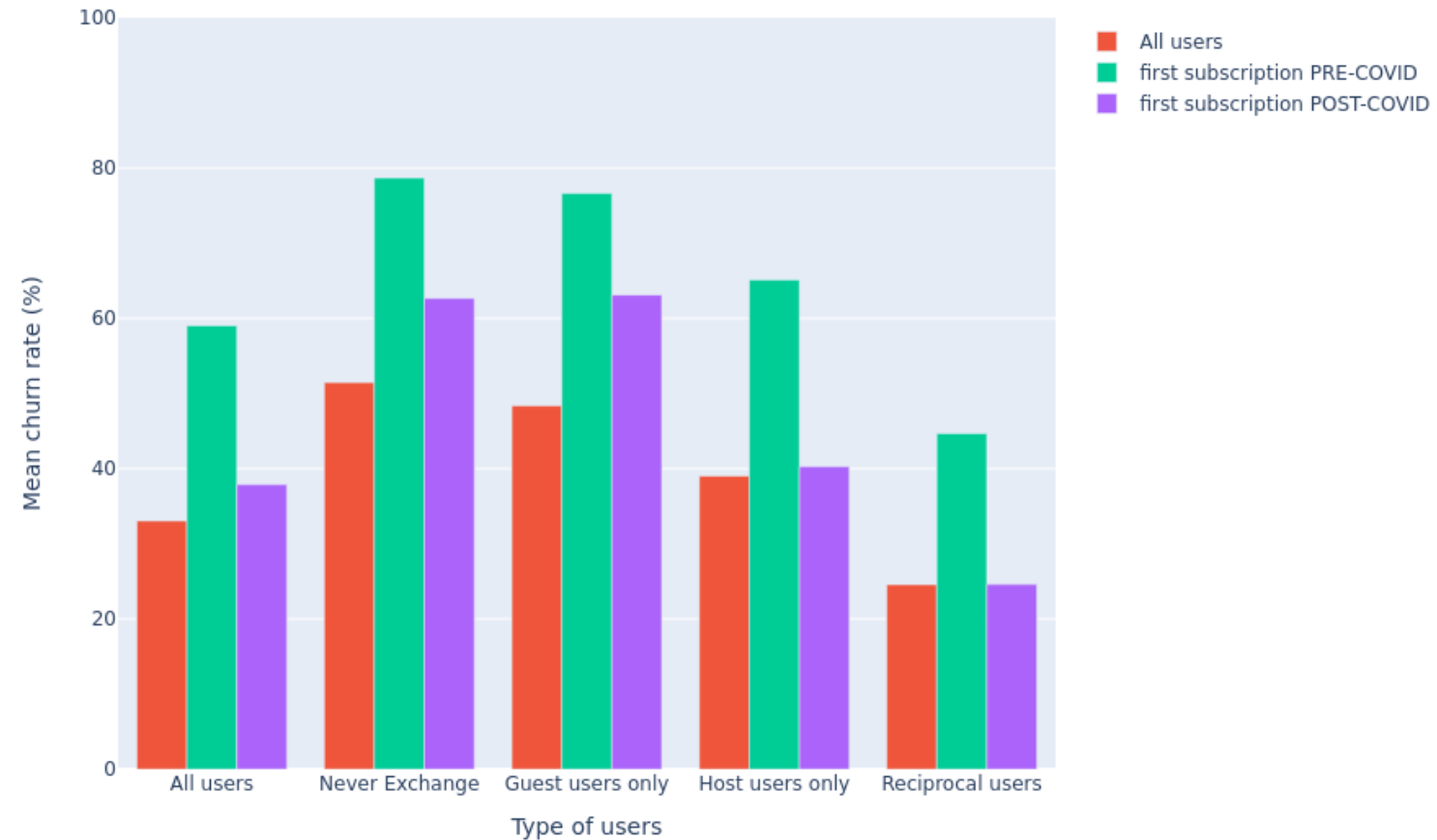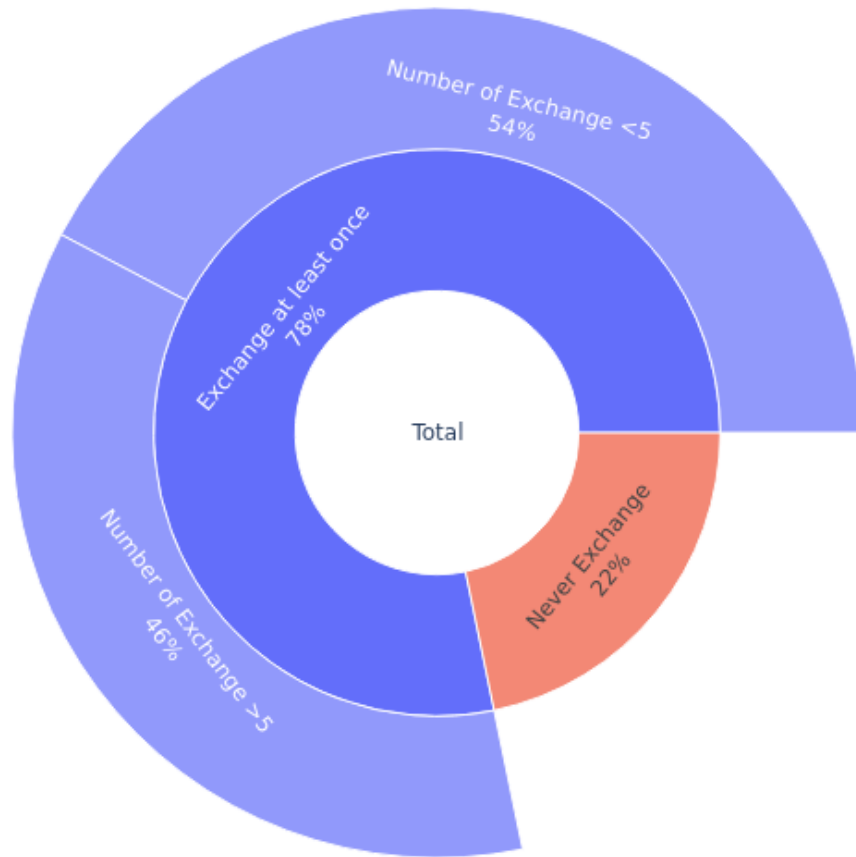Mean churn rate for users with 0 exchange between 2019 and 2022

Mean churn rate (%)

Country

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

## Comportement of users that subscribed between 2019 and 2021

RECOMMENDATIONS

Enhancing Reciprocal Exchanges:

1. Encourage reciprocal exchanges by offering advantages or exclusive features to users participating in such exchanges.

2. Increase the visibility of reciprocal users by adding a badge to their profiles, attracting attention from new subscribers.

home exchange
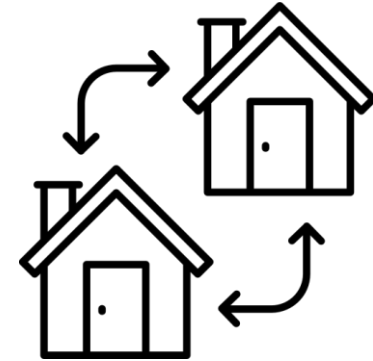
RECOMMENDATIONS

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.

RECOMMENDATIONS

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.

RECOMMENDATIONS

**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
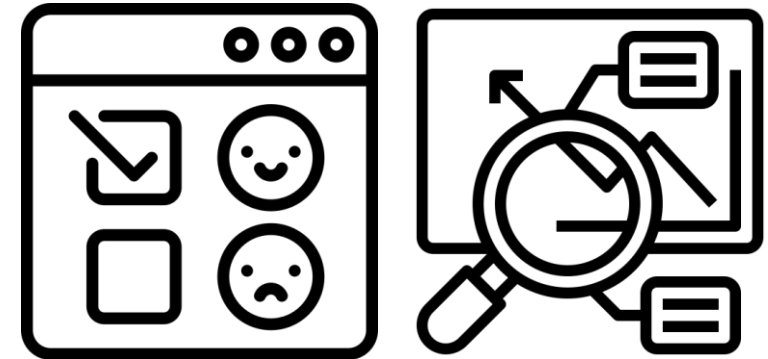
- More parameters analysis

- Statistical tests

- Prediction of which users are highly likely to become churners

- Prediction of the number of subscription for the following months
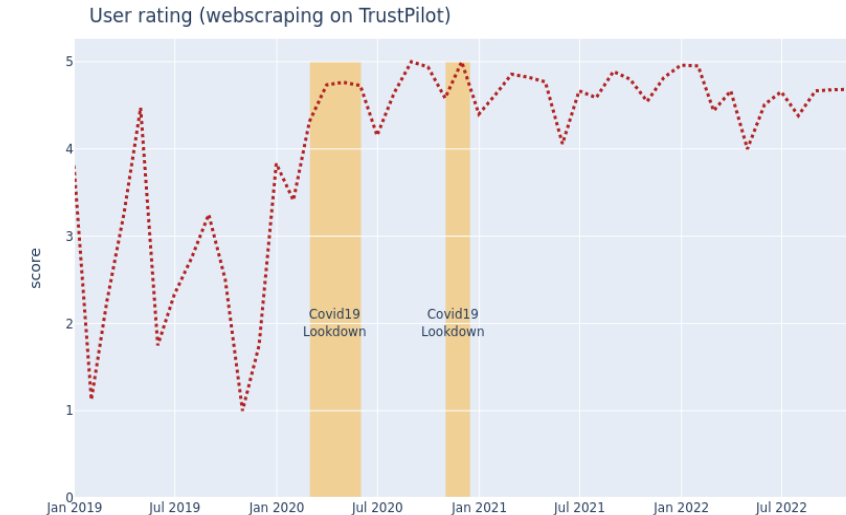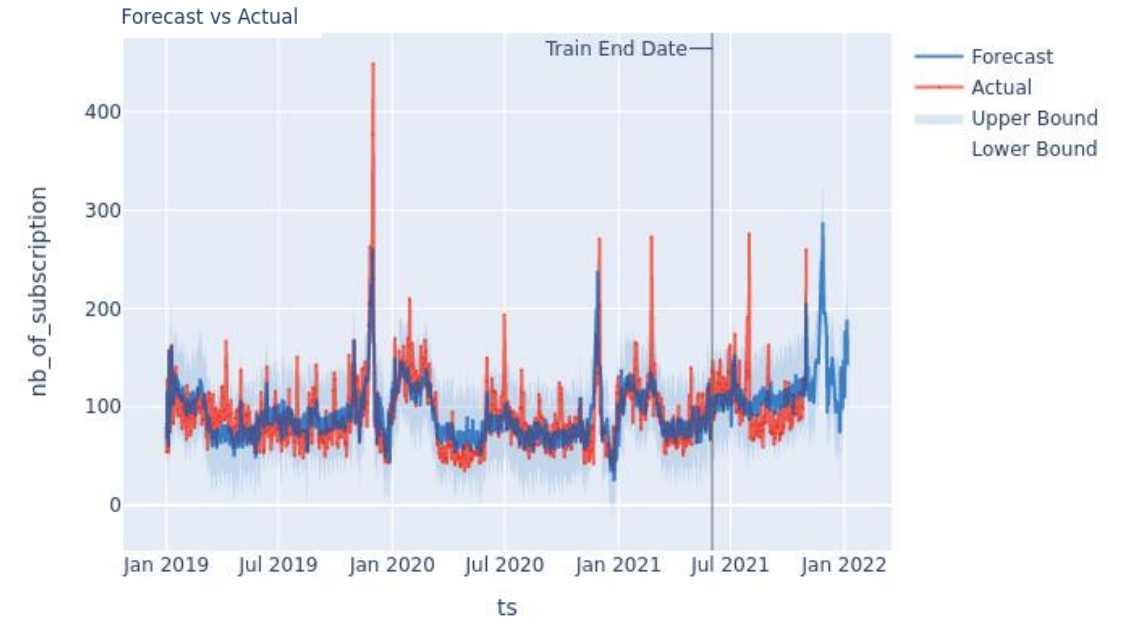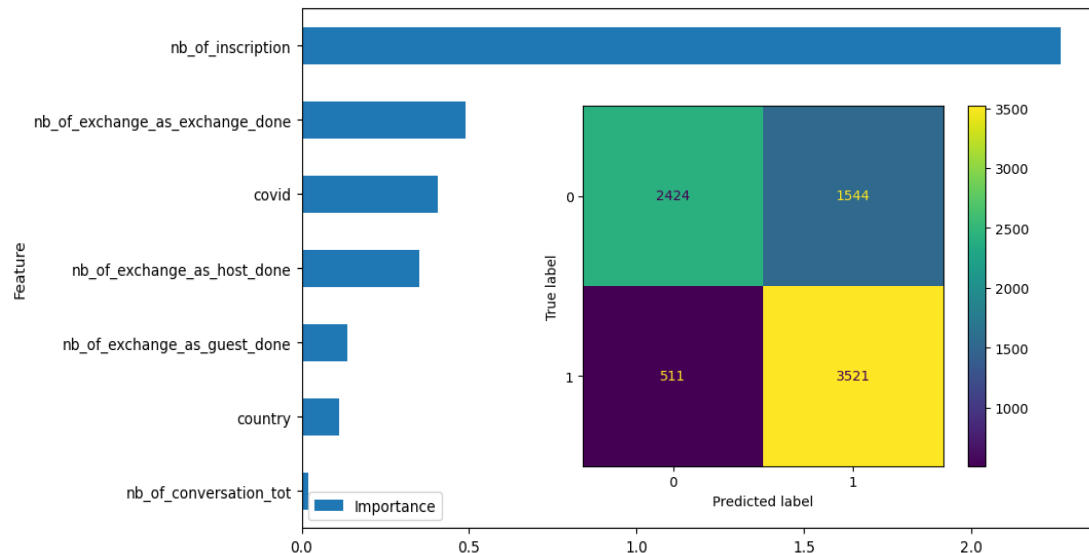
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Thank you

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