HomeSwap Overview

Last data refresh on 31 October 2021

Live elsewhere with a yearly subscription fee.

1: First Year Subscriber, 0: Other
Select Subscriber Segment

All ⌄

Total Subscriptions to date	Countries
85K	62

Total Successful Swaps to date	World Coverage
121K	32%

Top 5 Subscriptions Countries

France	United States	Spain	Canada	Italy
27K	16K	12K	6K	4K

Type of Home
Subscribers
● House ● Apartment

54.92K (49.15%)
56.83K (50.85%)
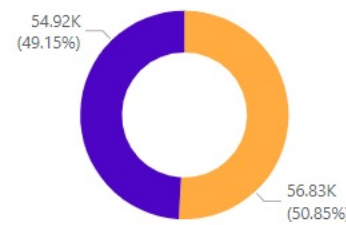
Type of Residence
Subscribers
● Primary ● Secondary

54.26K (48.52%)
57.57K (51.48%)
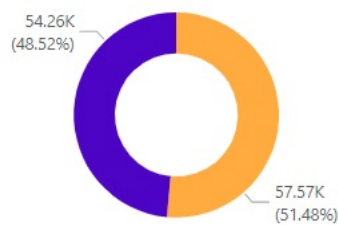
Subscriptions and Churn Rate

● Subscriptions ● Churn Rate

1/1/2019   9/30/2021

10K

5K

0K

40

20

Qtr 1	Qtr 2	Qtr 3	Qtr 4	Qtr 1	Qtr 2	Qtr 3	Qtr 4	Qtr 1	Qtr 2	Qtr 3
2019				2020				2021		

HomeSwap

Churn Analytics

Did our community suffer from Covid?
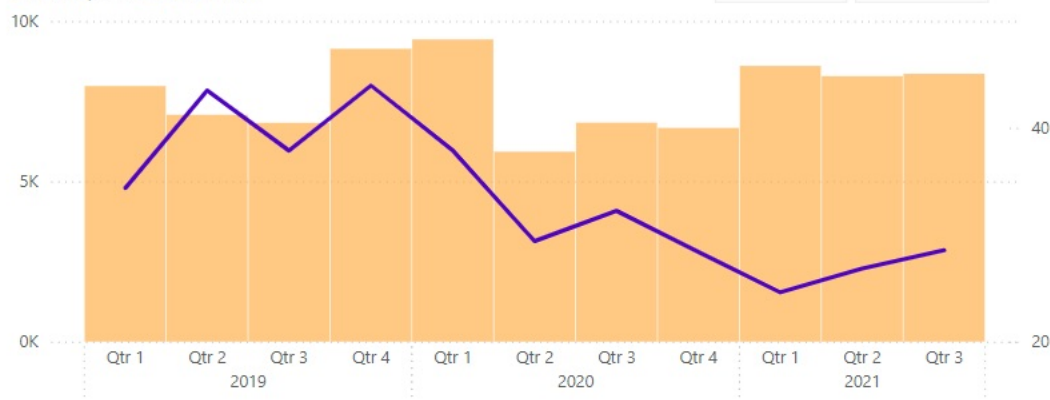
1: First Year Subscriber, 0: Other
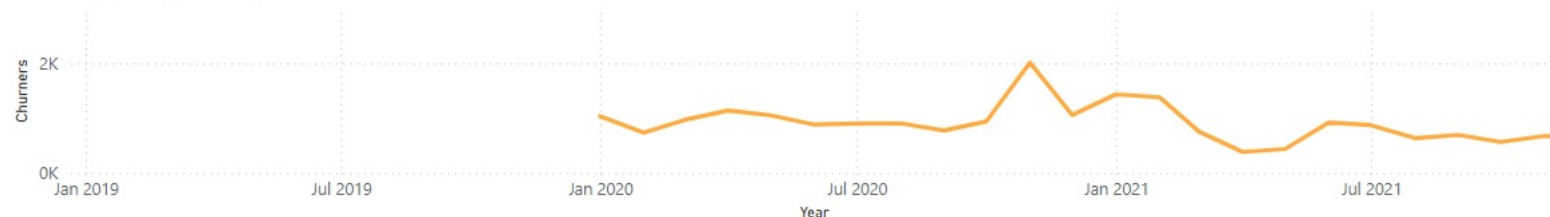Select Subscriber Segment ⌄

All ⌄

Covid Restrictions
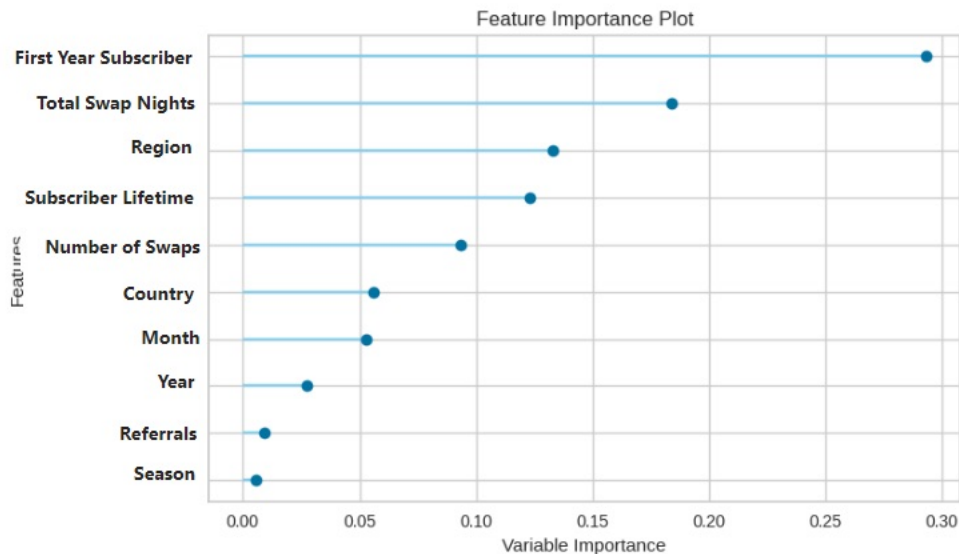Oxford Covid-19 Government Response Tracker (OxCGRT) Dataset

Churn by Swap Cancelation Date

Churn by Swap Subscription Cancelation Date

Main factors impacting subscriber churn:
Feature Importance and ML Results

Feature Importance Plot

Deploying the **Machine Learning** model *Random Forest Classifier*, we were able to **predict Churn** with an **accuracy of 96%**

HomeSwap
Churn Analytics

Do subscribers churn more at a specific subscription year?

Select Year

| All | ⌄ |

1: First Year Subscriber, 0: Other
Select Subscriber Segment

| All | ⌄ |

Total Churn Rate by Subscriber Lifetime

Average churn rate: 29.0

Churn rate, %

Subscriber lifetime (years)

Yearly Churn Rate by Subscriber Lifetime

Year	1	2	3	4	5	6	7	8	9
2019	51.5	38.1	34.5	32.0	32.3	30.4	32.6	35.4	32.0
2020	47.2	33.2	25.0	26.5	24.5	23.6	25.5	26.0	26.3
2021	38.2	32.6	22.6	18.1	18.8	17.1	17.6	15.3	19.0
Total	**47.3**	**34.5**	**26.3**	**25.4**	**25.8**	**24.2**	**25.2**	**26.0**	**26.3**

__Subscriber Lifetime__ is the period between a client's first subscription date and the current date

HomeSwap
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Churn Analytics

Do subscribers from a specific country churn more?

Select Year

1: First Year Subscriber, 0: Other
Select Subscriber Segment

All

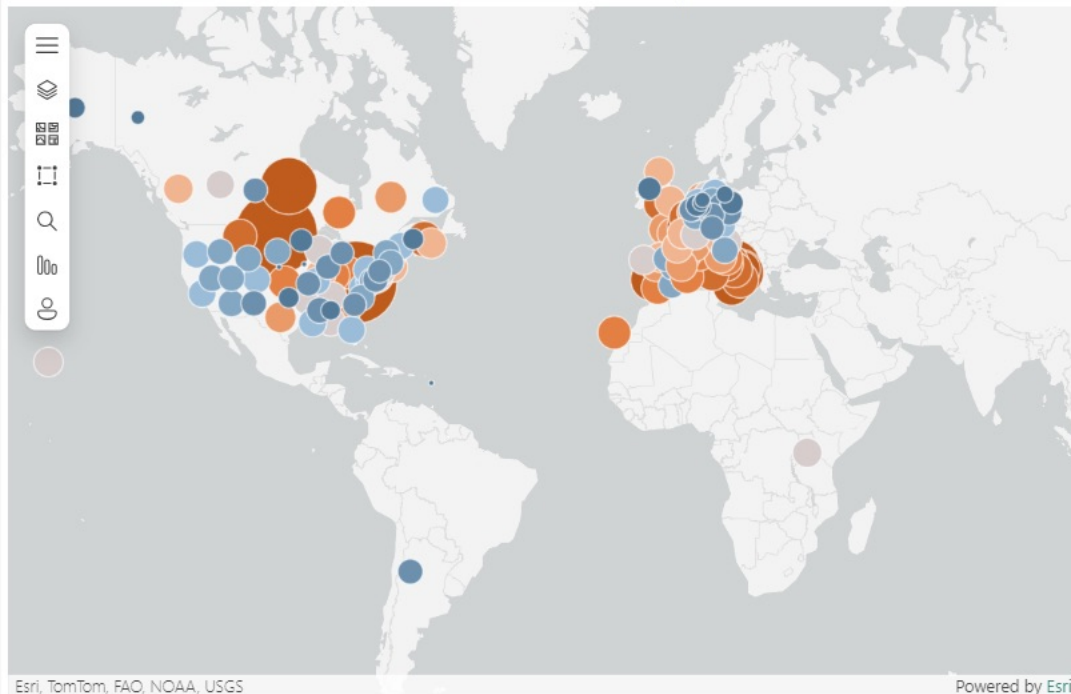All

Churn Rate by Country

26.91 ▮▮▮ 36.74
31.82

Country	Value
Italy	52
Australia	50
France	49
Canada	49
United Kin...	48
Spain	47
Germany	42
United Sta...	42
Belgium	39
Netherlands	38

Subscribers Churn Rate Map

Esri, TomTom, FAO, NOAA, USGS

Powered by Esri
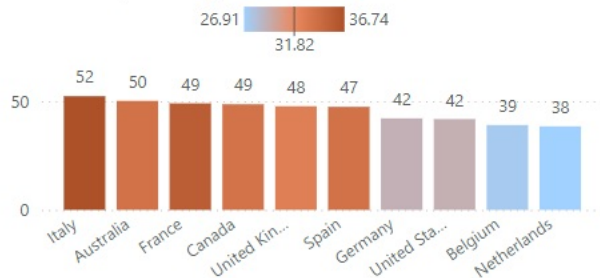
Volume of Subscriptions by Country

Country	Value
France	28.49K
United States	16.38K
Spain	12.17K
Canada	5.93K
Italy	3.94K
Netherlands	3.31K
Germany	3.05K
United Kingdom	2.32K
Australia	2.28K
Belgium	1.33K

HomeSwap
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Operations | Churn Analytics

Select Country: **France**

Select Year: **All**

1: First Year Subscriber, 0: Other — Select Subscriber Segment: **All**

Top Churning Region
Île-De-France

Churn Rate — Subscriber
49.00

Churn Rate — First Year Subscriber
46.80

Lifetime — Subscriber Years
3

● Subscriptions ● Churn Rate

Swap Status Distribution
● Canceled ● Expired ● Initiated ● Missing details ● Ongoing ● Successful ● Upcoming

| 43.74% | 37.39% | 9.74% | 5.89% | |

Country: Region	Subscriptions	First Year Churn	Churn Rate
France			
Auvergne-Rhône-Alpes	3852	0.18	34.11
Bourgogne-Franche-Comté	497	0.16	31.19
Brittany	3324	0.16	34.21
Centre	51	0.14	35.29
Centre-Val De Loire	654	0.17	33.18
Corsica	228	0.24	39.91
Grand Est	952	0.20	39.08
Guadeloupe	1	0.00	0.00
Hauts-De-France	420	0.25	39.76
Île-De-France	5106	0.20	41.05
Total	**28487**	**0.18**	**35.64**

Subscribers Residence
● Primary ● Secondary

8.98K (48.05%)

9.71K (51.95%)
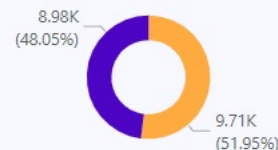
Subscriptions Referrals
0: none, 1: yes
● 0 ● 1

| 86.68% | |

Esri, TomTom, Garmin, FAO, NOAA, USGS

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