



Why Are Users Churning?

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About House Swap

House Swap is an online platform (like AirBnB) with over 100,000 homes in 133 countries. For a yearly subscription of \$220, users can offer their own home to exchange and they have access to all other homes on the website.

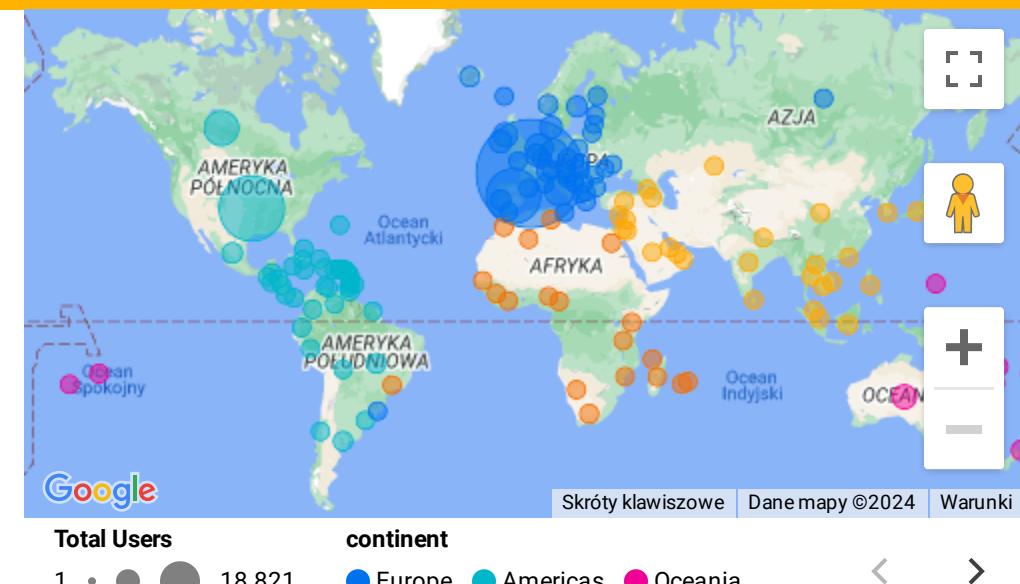
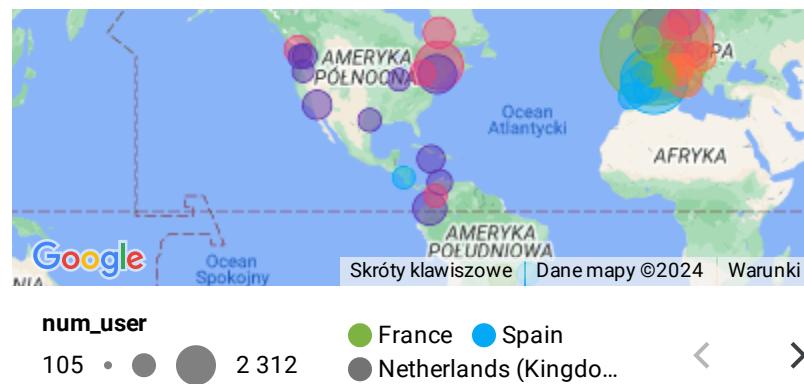


Definitions of Key Terms

- **USER**: Someone with a current subscription (i.e. a subscription activated within the previous year)
- **CHURNER**: Someone who did not resubscribe at the end of their yearly subscription
- **RETURNING USER**: A chunner who at a later date resubscribes
- **CONVERSATION**: To negotiate a possible exchange (or "swap") of houses, users must first initiate conversations with other users to discuss availability/terms. Note: Not all conversations result in successful exchanges
- **EXCHANGE**: An exchange is a successfully negotiated conversation that has resulted in a swap
- **EXCHANGE RATE**: The percentage of conversations that resulted in successful exchanges



Top Cities by User



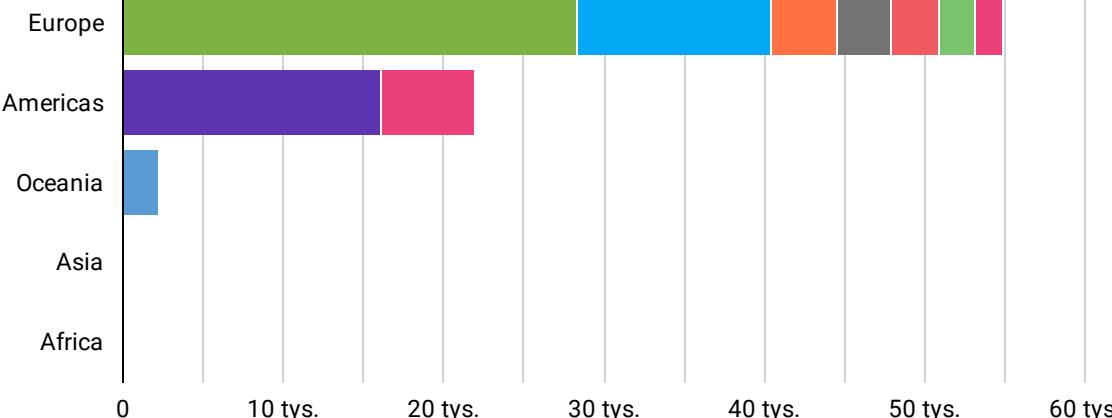
	city	country	num_user
1.	Paris	France	2 312
2.	Barcelona	Spain	1 257
3.	Amsterdam	Netherlands (Kin...	1 007
4.	Berlin	Germany	951
5.	Montréal	Canada	768
6.	New York	United States of ...	527
7.	Rome	Italy	437
8.	Madrid	Spain	422
9.	Marseille	France	406
10.	San Francisco	United States of ...	394

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	Country	Total Users	Current Users	"Churned" Users	Yearly Churn Rate
1.	France	3 807	2 273	1 534	40,3%
2.	Spain	2 152	1 247	905	42,1%
3.	United States o...	1 948	1 232	716	36,8%
4.	Canada	1 347	777	570	42,3%
5.	Germany	982	589	393	40,0%
6.	Netherlands (Ki...	851	522	329	38,7%
7.	Italy	658	382	276	41,9%
8.	Denmark	253	144	109	43,1%
9.	United Kingdo...	172	97	75	43,6%
10.	Hungary	171	92	79	46,2%

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Total Users by Continent/Country

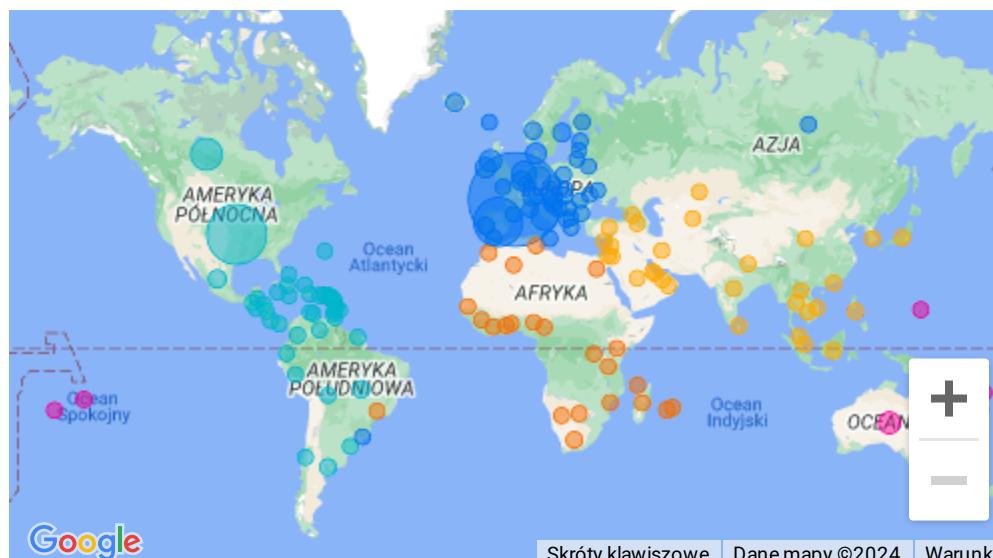


Worldwide Yearly Churn Rate

42,1%



Continent	Total Users	Current Users	"Churned" Users	Yearly Churn Rate
1. Europe	40 436	24 302	16 134	39,9%
2. Americas	15 289	9 391	5 898	38,6%
3. Oceania	1 731	959	772	44,6%
4. Africa	576	336	240	41,7%
5. Asia	607	327	280	46,1%



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Churn is a global problem.

While there is higher churn rates in some areas, the user base is so small in those areas that our focus should be on other factors.

- > No significant seasonality in churn
- > Significant growth of churn in Fall 2020 caused by COVID Pandemic/Lockdowns

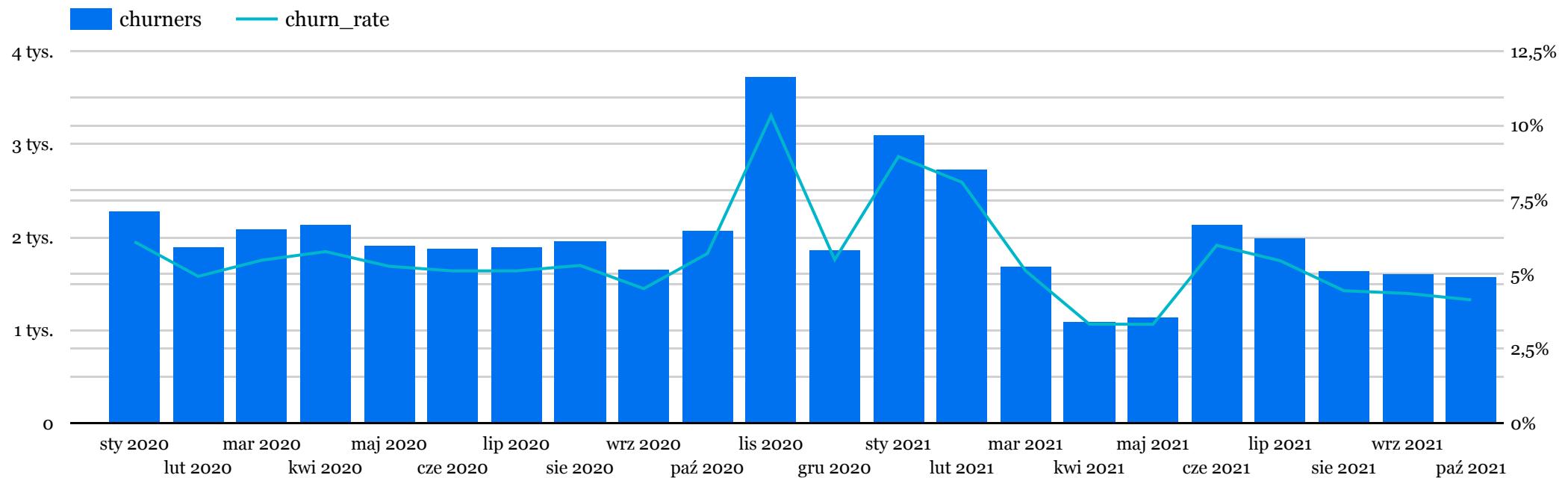
churn rate 10-2021
4,14%
 ↓ -4.9%

avg churn rate
5,56%

nb churners last year
24,3 tys.

churn rate Year
42,1%

Number of churners over time

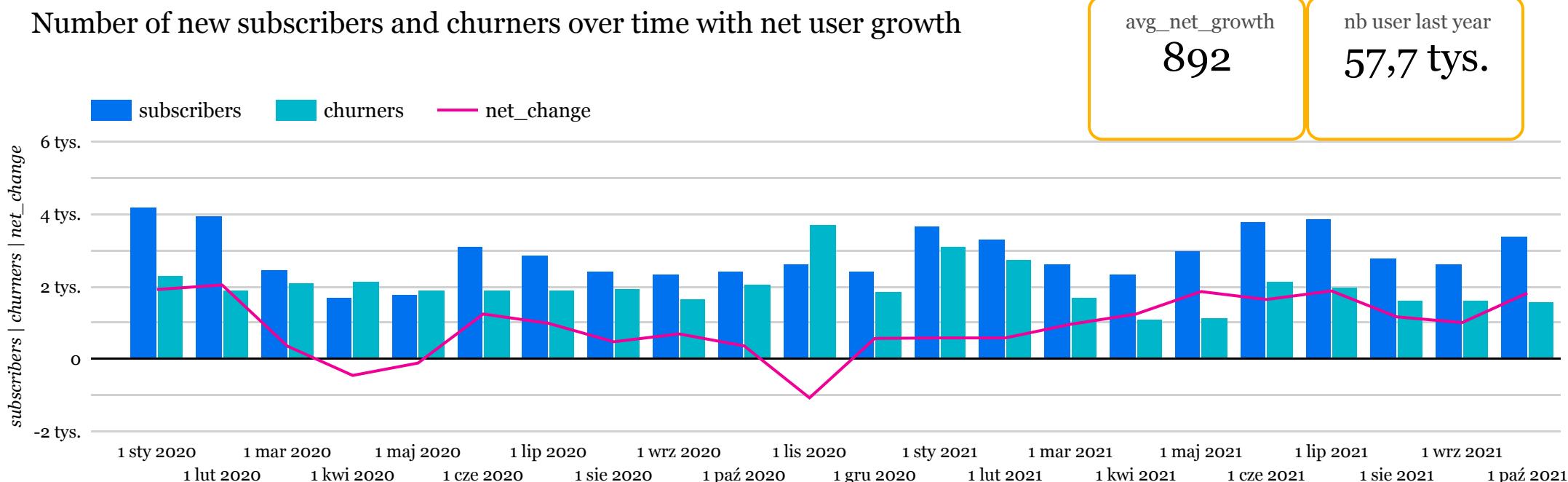


Subscriptions: Do we have positive net user growth?

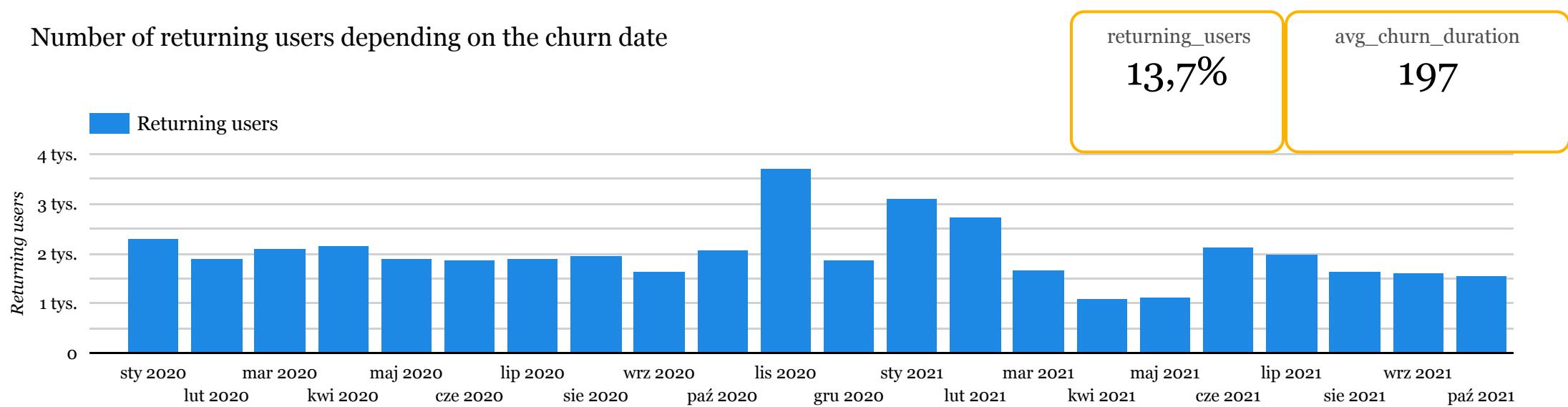


--> Subscription rate needs to increase

Number of new subscribers and churners over time with net user growth

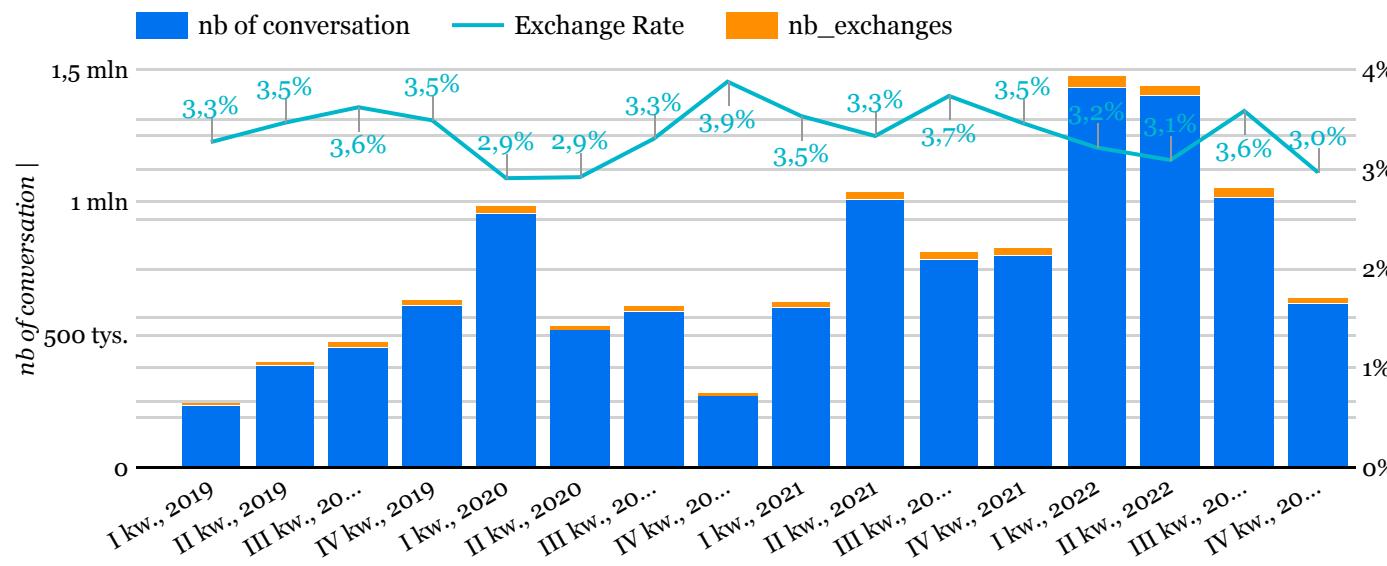


Number of returning users depending on the churn date



Conversations : A Sub-optimal User Experience

For October 2021: (last date for the subscription data)



Subscribers vs. Churners comparison statistics, per year of subscription

user_type	Record Count	Median Conversations Created	Average Conversations Created	Median # of Exchanges	Average # of Exchanges	Conversations per Exchange
1. Subscribers	46 147	27	61,19	1	2,19	29,07
2. Churners	35 363	22	53,22	1	1,76	30,01

--> The exchange rate is stable even if the churn rate is decreasing.

--> While churners have fewer conversations than users (-13,2%) and fewer exchanges (-23,8%), the big problem is the very low rate exchange rate for all users.

Average Conversations Created

57,73

% conversations of chunner / time

26,5%

⬇ -2.0%

Exchange Rate

3,5%

⬇ -13.4%

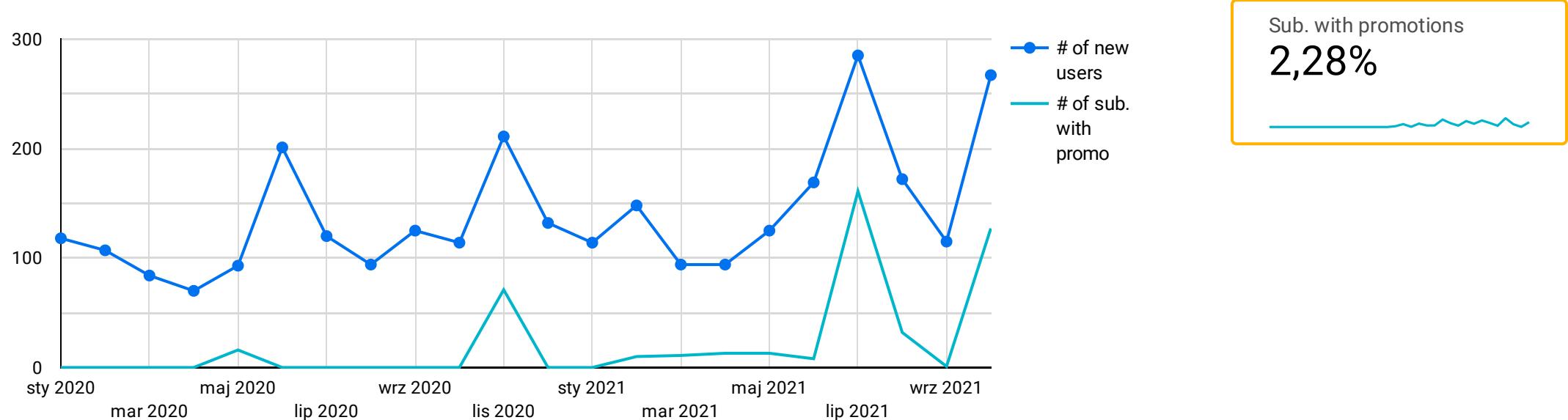
nb_conversation

316,0 tys.

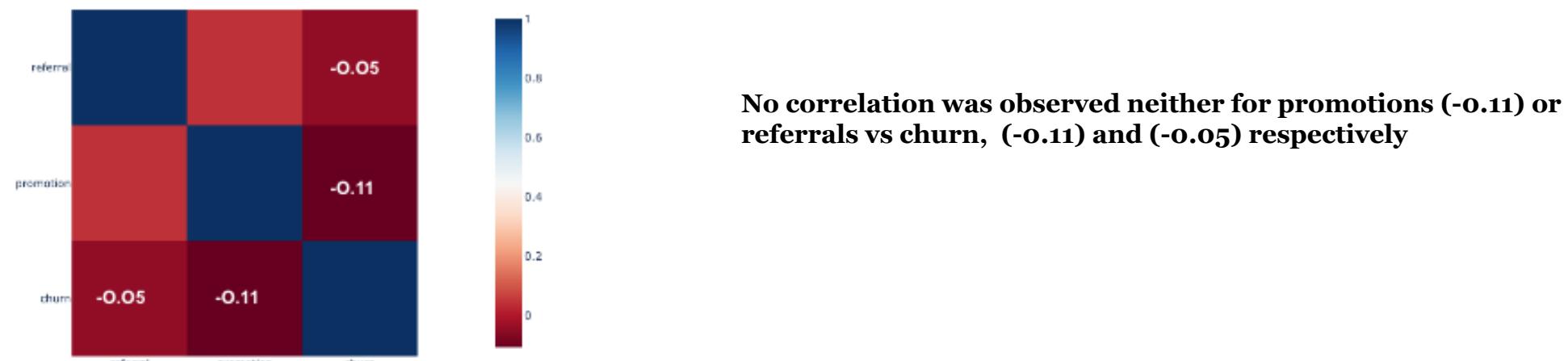
↑ 22.2%

Promotions appear to have an impact on the number of new subscribers while not having a negative impact on churn

1. New subscriptions versus promotions



2. Correlation matrix: referral vs churn & promo vs churn



1. User Experience



Review product features

2. Customer Acquisition



Promotions, Ambassadors,
Influencers, etc.

3. Further analysis



Size of the house
House type
Exchange type, etc.

SUBSCRIPTIONS

churn rate 10-2021
4,1%
 ↓ -4.9%

nb_users 10-2021
37,8 tys.
 ↑ 2.4%

new subscriptions
3,4 tys.
 ↑ 29.6%

MRR
693,2 tys.
 ↑ 2.4%

churn MMR
344,7 tys.
 ↓ -2.6%

nb_conversation
316,0 tys.
 ↑ 22.2%

% of exchange
3,5%
 ↓ -13.4%

CONVERSATIONS

Average Conversations Created
57,73

user_type	Record Count	Median Conversations Created	Average Conversations Created	Median # of Exchanges	Average # of Exchanges	Conversations per Exchange	% Of Conversations Exchanged
1. Subscribers	46 147	27	61,19	1	2,19	29,07	7,95%
2. Churners	35 363	22	53,22	1	1,76	30,01	7,9%

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user_type	Median Conversations Created	Average Conversations Created	Median Exchanges Created	Average Exchanges Created	Conversations per Exchange	Exchange Rate
1. Subscribers	29	67,79	2	2,43	28,81	8,53%
2. Churners	24	58,89	1	1,96	29,32	8,32%

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