

Overview

01

Introduction

- Briefly reciprocating understanding of the goals
- Context specifics
- Key questions and hypothesis

03

Conclusion

- Actionable results
- Summary

02

04

Data/Analysis

- How the numbers add up
- Interactive Dashboard:
 "What-If" Scenarios

Next Steps

- Suggestions
- Options



Goals

- To have a vacation getaway 4 weeks each year
 - = 336 days available
- Within an 8 hour drive from your city of residence: Tampa Bay, FL
- Rental income covers most expenses of owning
- Proximity to plenty commercial areas and snorkeling and swimming beaches



Context

AirBnb Destination:

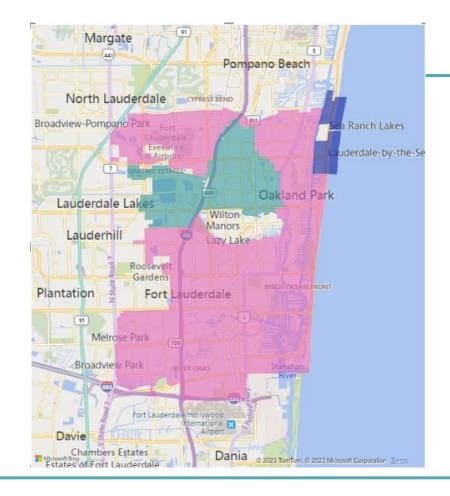
Fort Lauderdale, FL

Neighborhoods:

Fort Lauderdale

Lauderdale by the Sea

Oakland Park





Purpose and Important Questions

- What price would we need to set to break even?
- Revenue = Price of Airbnb x Occupancy Rate
- Revenue Mortgage Payments >= 0

What other set of conditions will lead to a higher chance of bookings and/or higher revenue?





Hypothesis

 Use average price per night as a price to set because a measure of central tendency is what more people have been doing with their business: More "tried and true"



What we will do

- Show how the different variables affect price per day with a set house/condo price
- Determine price to set based on these calculations
- Present nice house options that are within goal parameters





02

Data

- How the numbers add up
- Interactive Dashboard: "What-If" Scenarios



Limitations & Assumptions

\$400,000 home \$40,000 (10%) down payment \$360,000 loan amount 7.8% interest 30 year loan term \$2700 property tax .5% PMI

\$2400 home insurance

\$3,166.53 Monthly Payments \$36,198.41 Yearly Payments





03 Analysis

PowerBl Dashboard "What If's"

O4 Conclusion

Summary Suggestions Next Steps



Summary







We found two homes that meet all requested requirements. And the most required amenities. Booking price at \$195.88/stay would at 55% Occupancy Rate would break even on \$400k home.

We can adjust price according to the occupancy rate changes

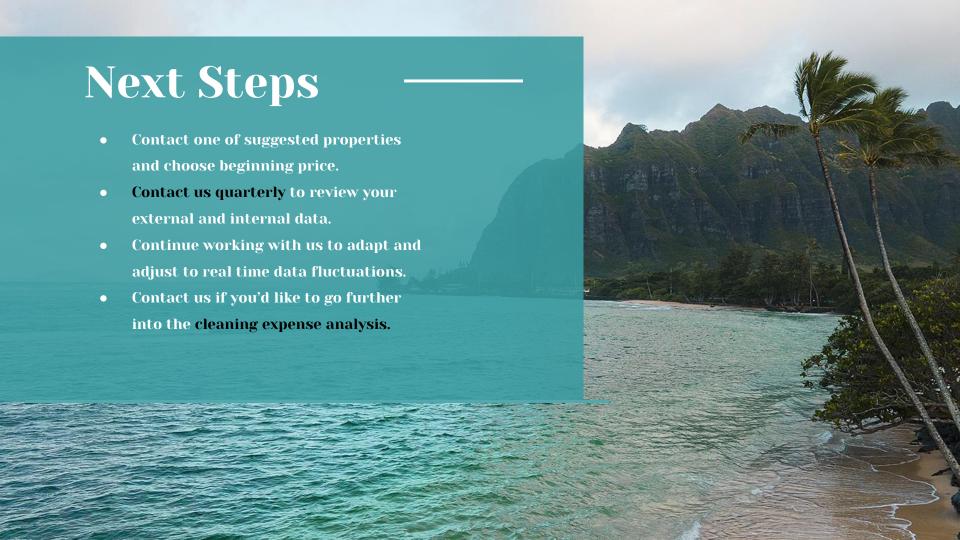
Suggestions

"Cool Condo" \$385k, 2 bed 2 bath Price \$195 per night



"Pink Paradise" \$375k, 2 bed 1 bath Price \$195 per night







Thank you!

Contact Us sundogs@email 1-800-111-0000 sundogs.com











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Resources	
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• Links

- Airbnb Florida Listings.xlsx
- http://insideairbnb.com/broward-county
- <u>https://www.rockethomes.com/real-estate-trends/fl/fort-lauderdale</u>
- Mortgagecalculator.org
- https://www.zillow.com/homedetails/830-NE-59th-Ct-Oakland-Park-FL-33334/43062692_zpid/
- https://www.zillow.com/homedetails/3050-NE-16th-Ave-APT-405-Oakland-Park-FL-33334/43088792_zpid/?
- https://superhog.com/must-have-airbnb-amenities/
- https://news.airbnb.com/amenities-do-matter-airbnb-reveals-which-amenities-guests-search-for-most/