



Data Visualization Project

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Discover Turo, the world's largest car sharing marketplace

Rent a Tesla

Where
City, airport, address or hotel

From
08/05/2023 ▾ 10:00

Until
09/05/2023 ▾ 10:00



Home → Rent cars → Tesla

Top rated Tesla



Tesla Model 3 2021

5.0★ (31 trips) ⚡ All-Star Host

£100/day



Tesla Model S 2018

5.0★ (11 trips) ⚡ All-Star Host

£120/day



Tesla Model Y 2022

5.0★ (4 trips) ⚡ All-Star Host

£124/day

Book a Tesla

Introducing Turo

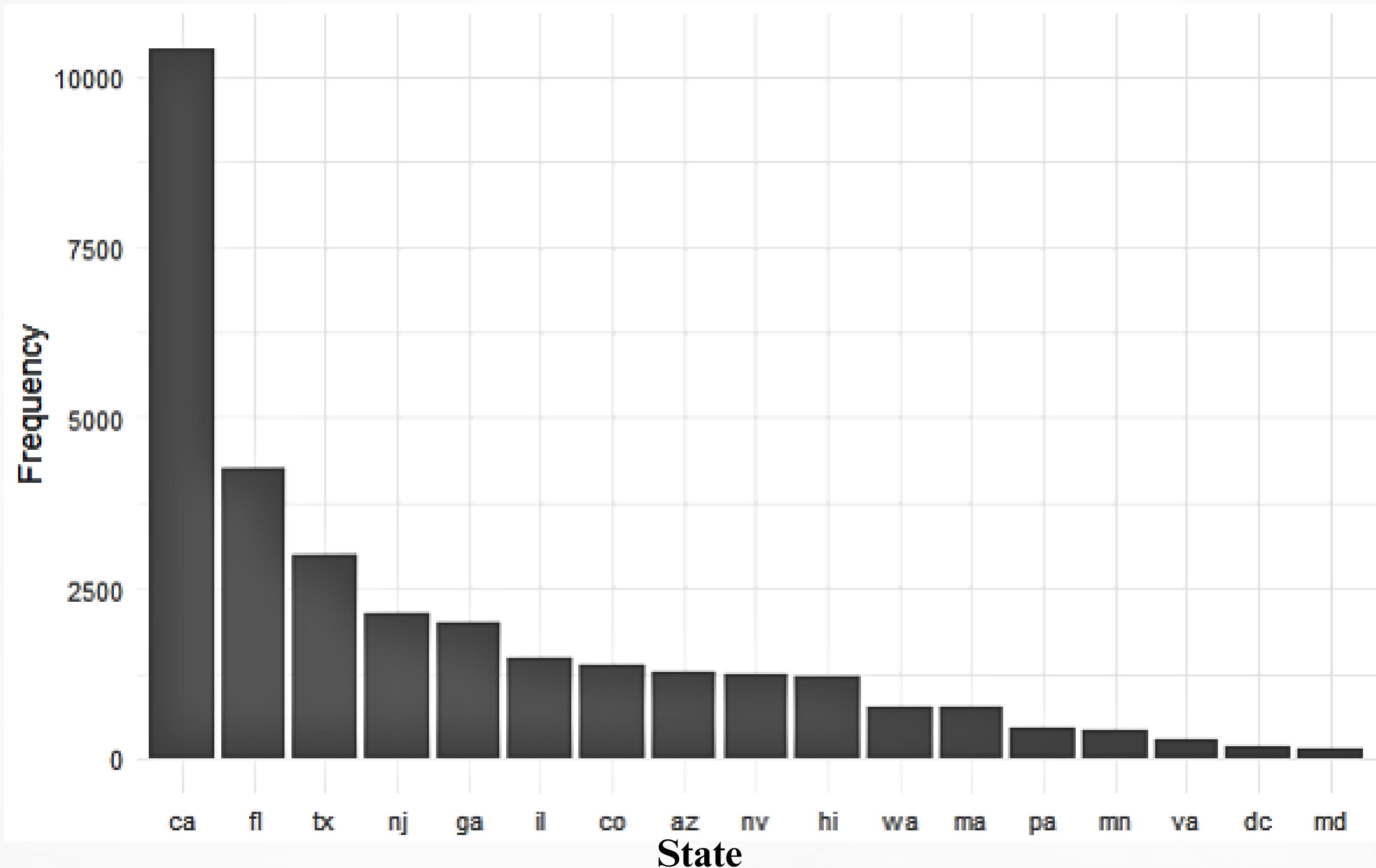
The Future of Carsharing

- Turo: A peer-to-peer carsharing platform
- Connecting private car owners with renters
- Operating in over 56 countries
- Over 14 million members and 450,000 vehicles listed

Barplot: Number of cars per state

Exploratory Data Analysis

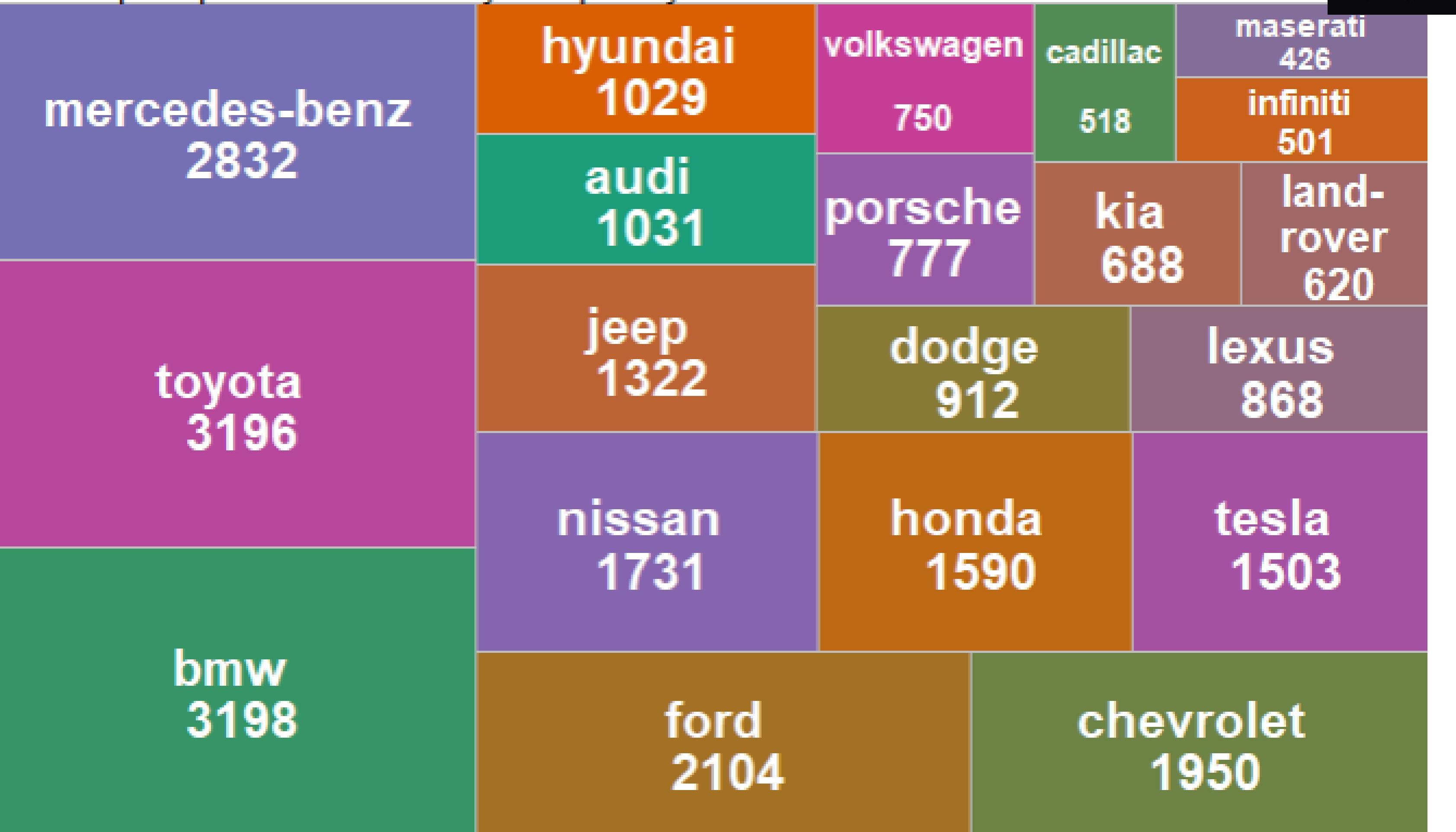
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Treemap: Top 20 Car Makes by Frequency

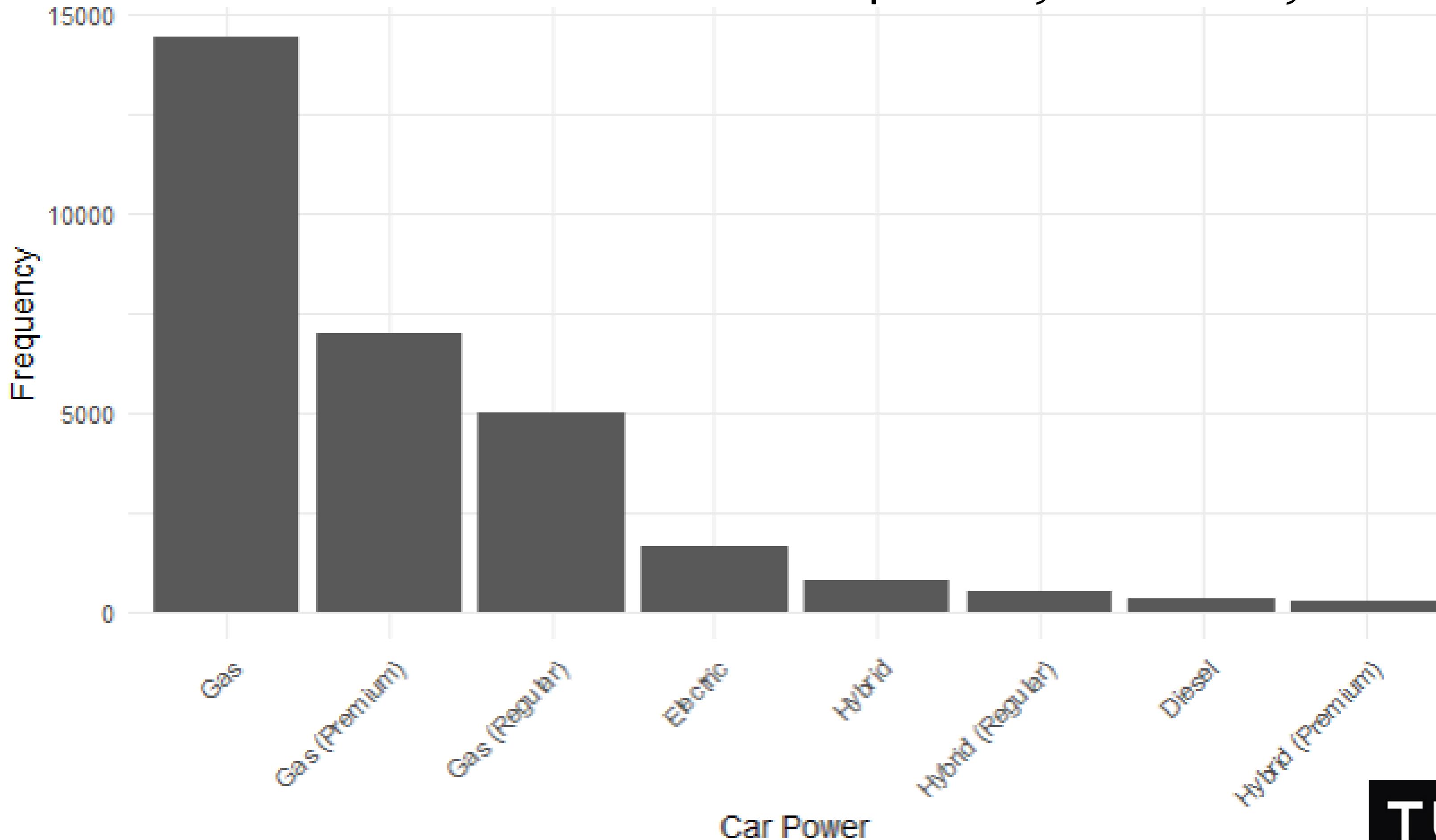
Exploratory Data Analysis

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Barplot: Car Power by Frequency

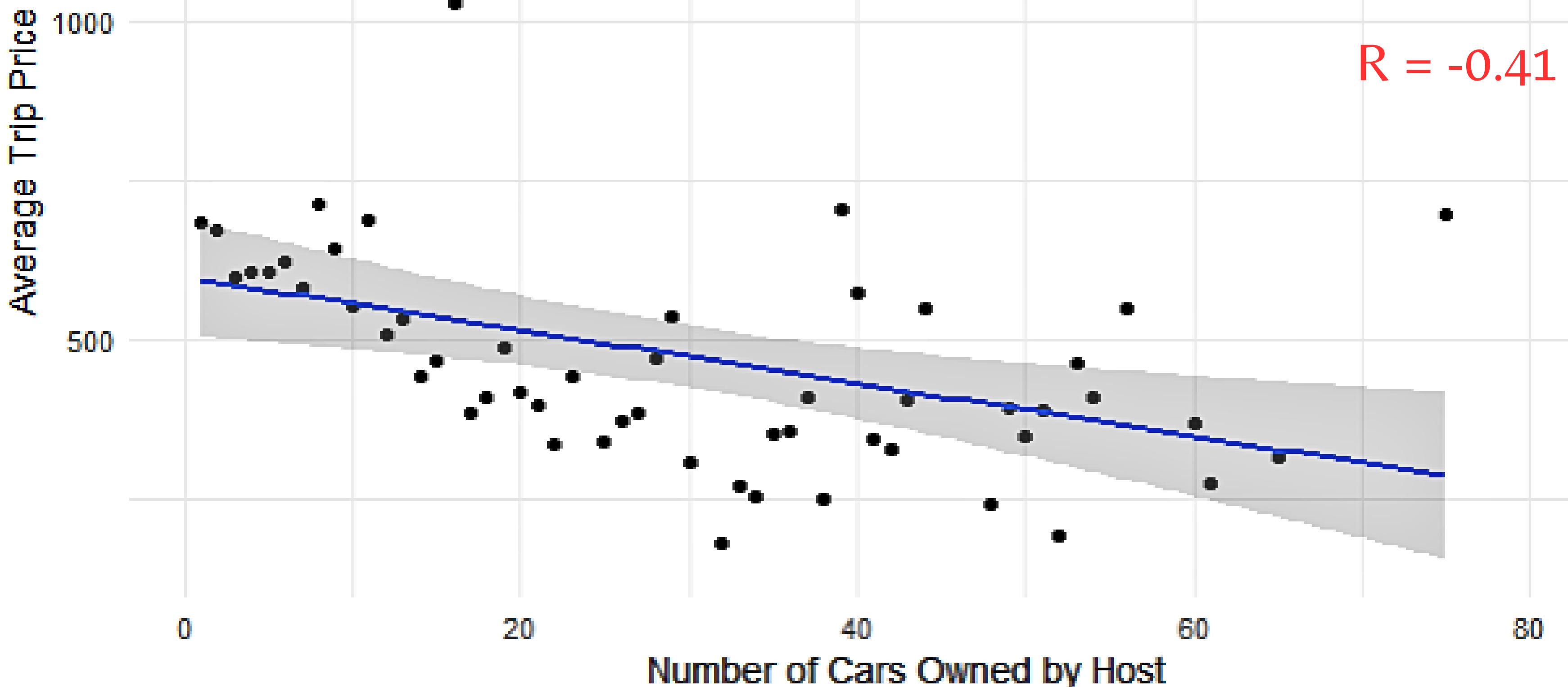
Exploratory Data Analysis



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Scatterplot: Number of cars owned by host vs Average trip price

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Hypothesis 1

Impact of Extra Car Features on Rental Price

- Investigating the correlation between additional amenities (e.g., beach gear, child safety seats) and rental prices on Turo.
- Goal: Help hosts identify valuable features to increase income.

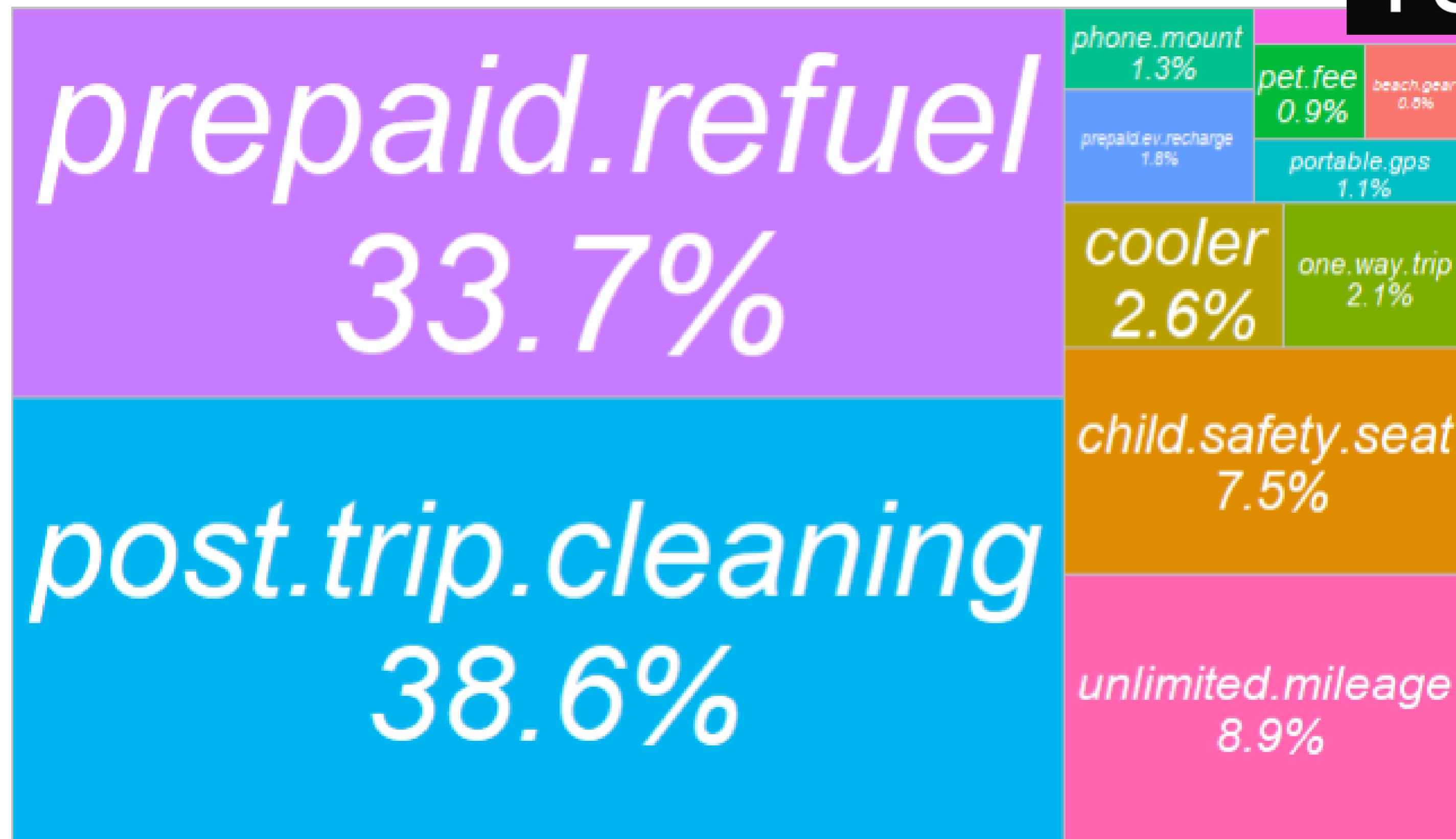
Hypothesis 2

Identifying the Most Profitable Car for Turo

- Analyzing purchase price, maintenance costs, and rental income for top car models in California.
- Goal: Determine the optimal car choice for maximizing Turo profits, balancing initial investment and ongoing expenses.

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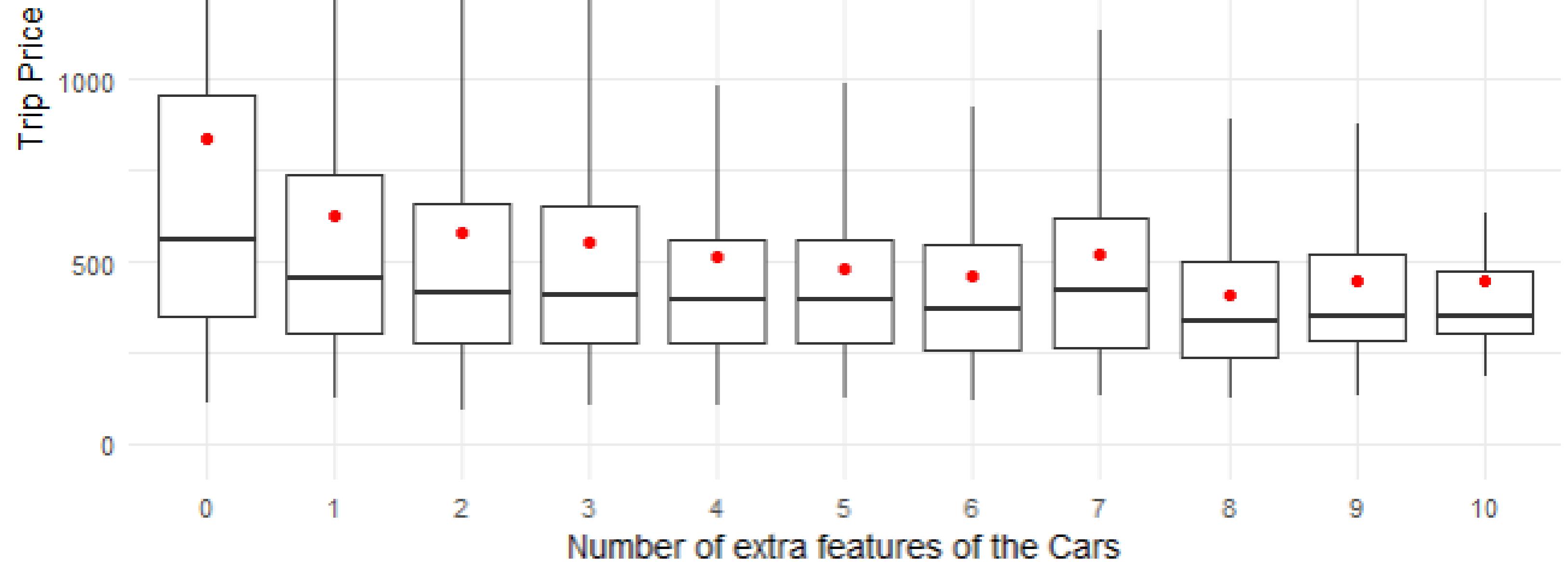
Proportion of extra services offered by hosts



Post-trip cleaning (38.6%) and prepaid refueling (33.7%)

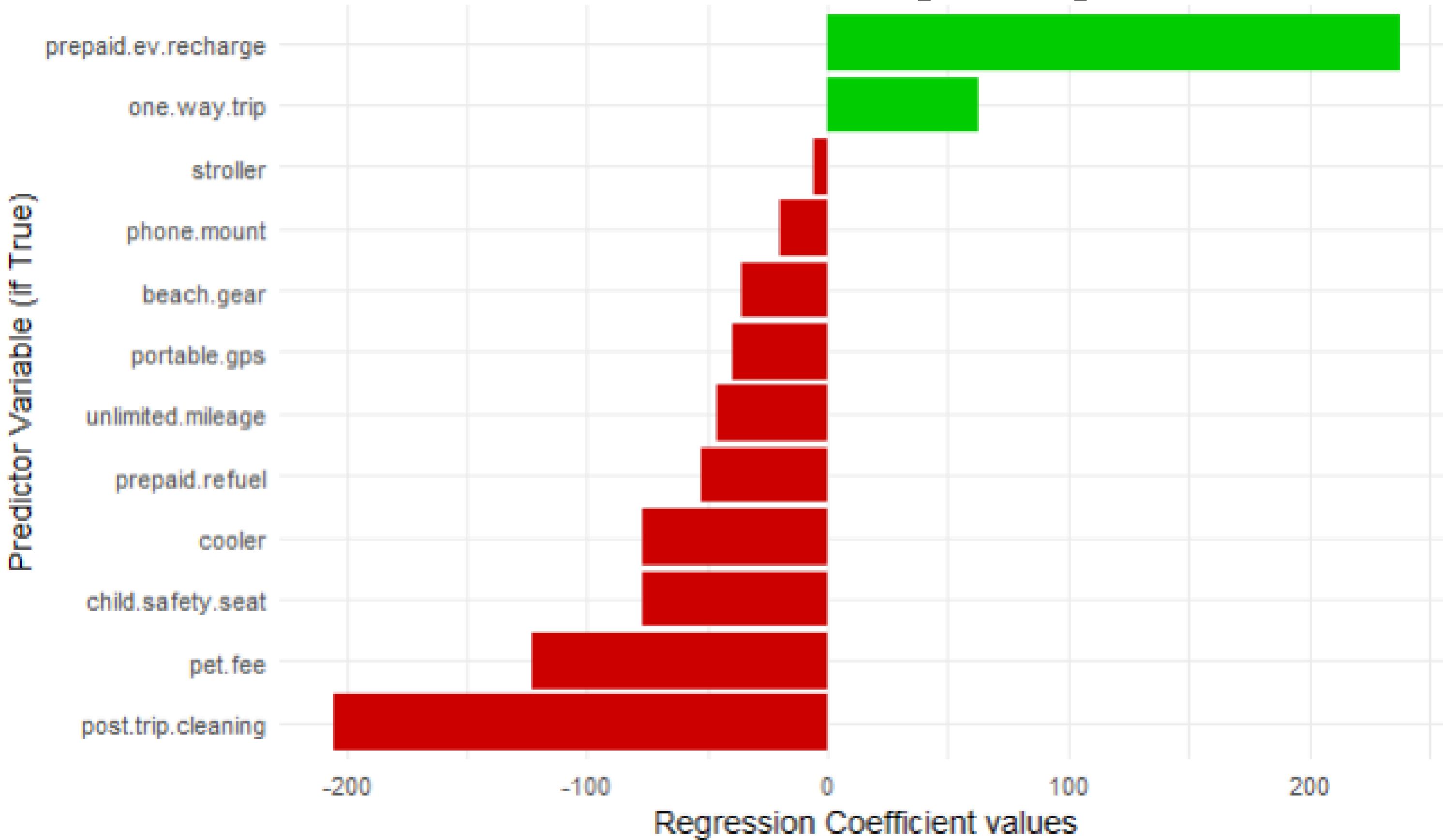
Those are services that any car requires and can provide, regardless of make or model.

Boxplot: Trip price vs Number of extra features



Cars with more features have narrower price ranges, while cars with fewer features have more variability in prices.

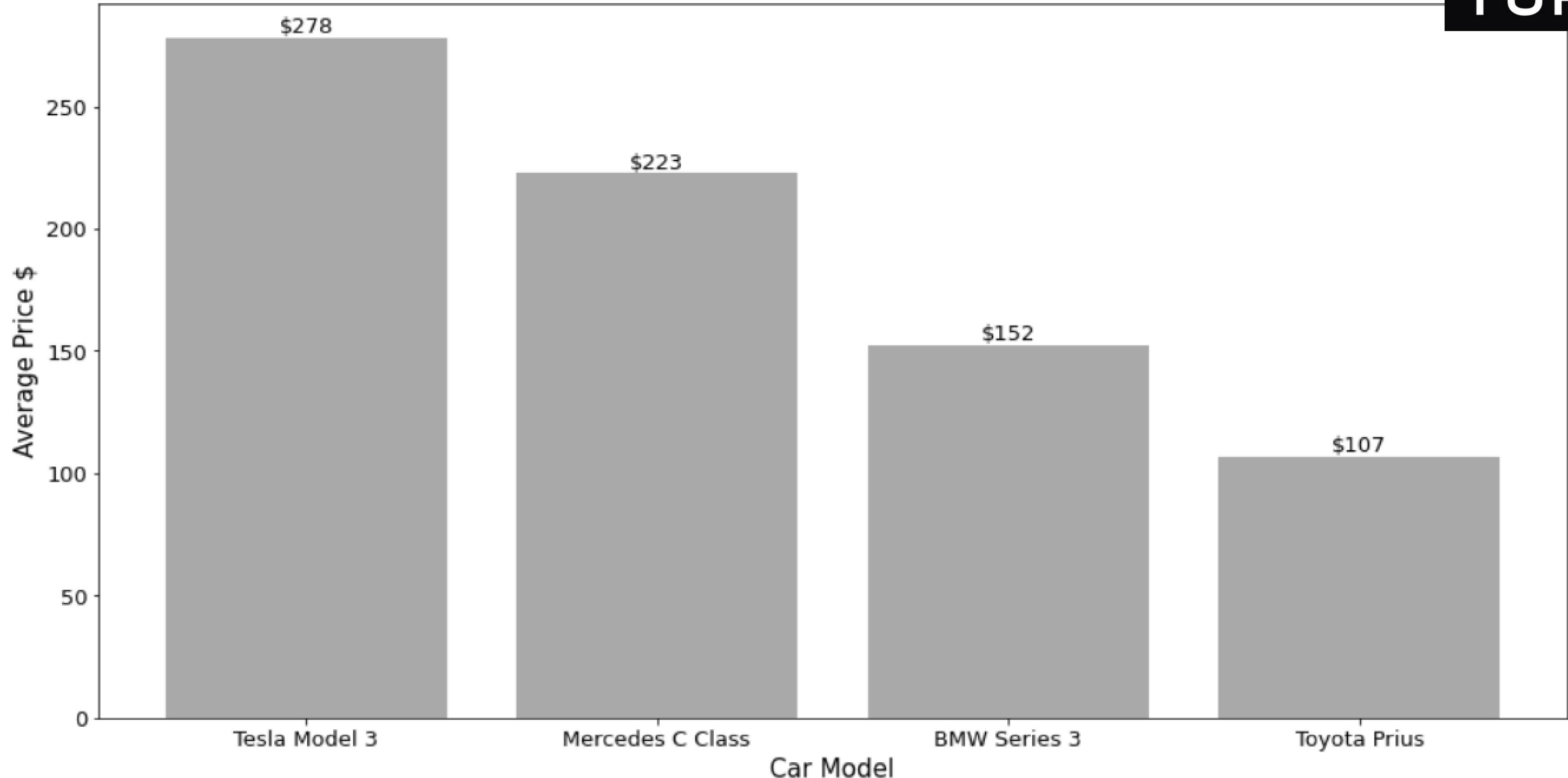
Extra services' coefficient impact on prices



*Majority of extra features lower trip prices, while only one-way trip
and prepaid recharge increase prices.*

Average daily Prices of Top Cars

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Reason for choosing California: highest number of offered cars on Turo

Toyota Prius

	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Tax Credit	0	0	0	0	0	0
Insurance	823	852	882	912	944	4413
Maintenance	70	523	428	1737	1817	4575
Repairs	0	0	87	209	305	601
Taxes & Fees	1779	73	73	73	73	2071
Financing	2680	2180	1631	1033	377	7901
Depreciation	4178	2086	1977	2318	2194	12753

Tesla Model 3

	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Tax Credit	-2000	0	0	0	0	-2000
Insurance	1380	1428	1478	1530	1584	7400
Maintenance	122	171	151	1509	157	2110
Repairs	0	0	0	782	1198	1980
Taxes & Fees	2267	93	93	93	93	2639
Financing	3417	2779	2080	1317	481	10074
Depreciation	12949	2742	2240	2511	2196	22538

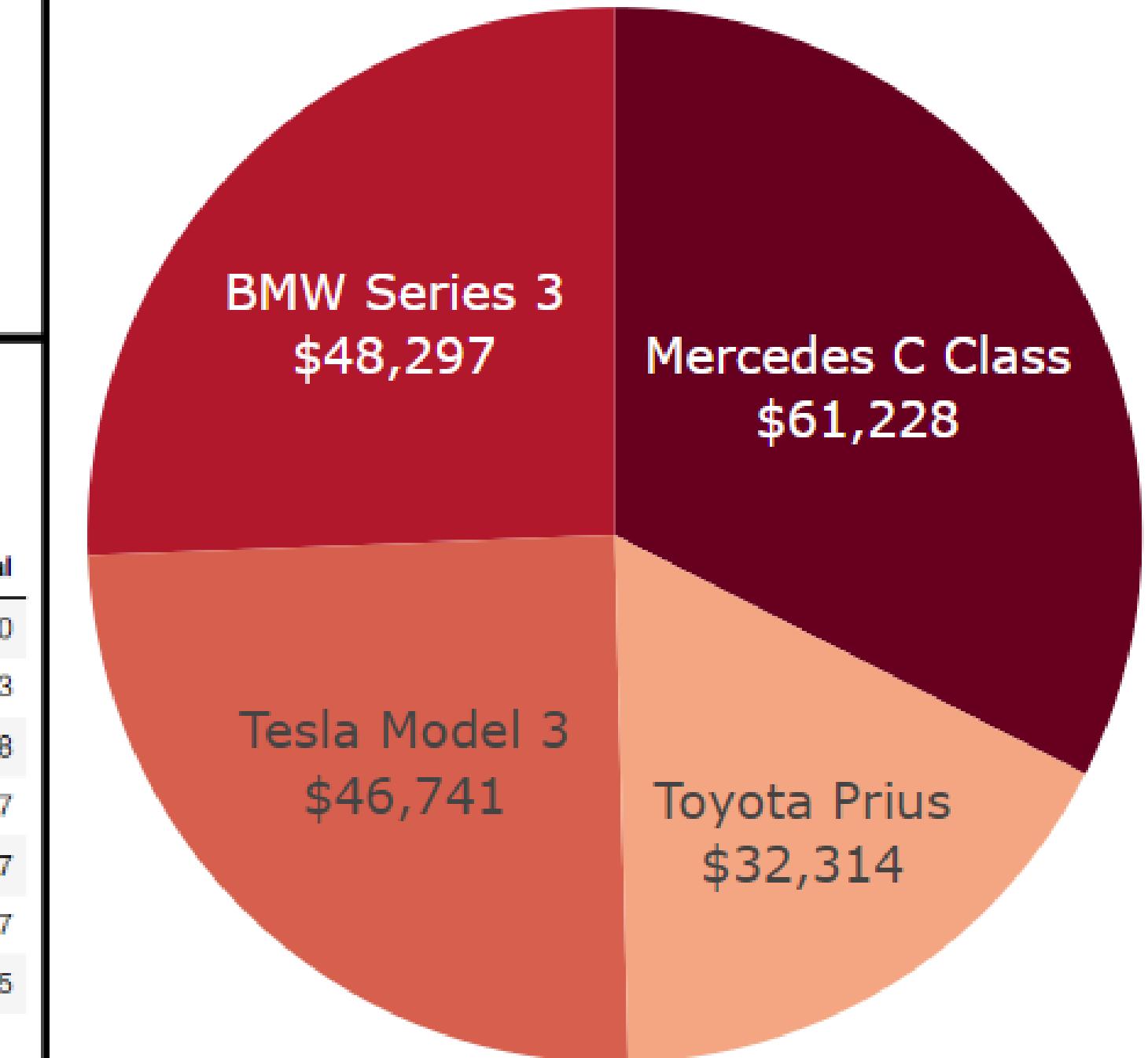
Mercedes C Class

	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Tax Credit	0	0	0	0	0	0
Insurance	1051	1088	1126	1165	1206	5636
Maintenance	107	727	599	2876	2486	6795
Repairs	0	0	0	907	1391	2298
Taxes & Fees	2879	93	93	93	93	3251
Financing	4379	3560	2686	1687	617	12909
Depreciation	12838	4953	4047	4536	3965	30339

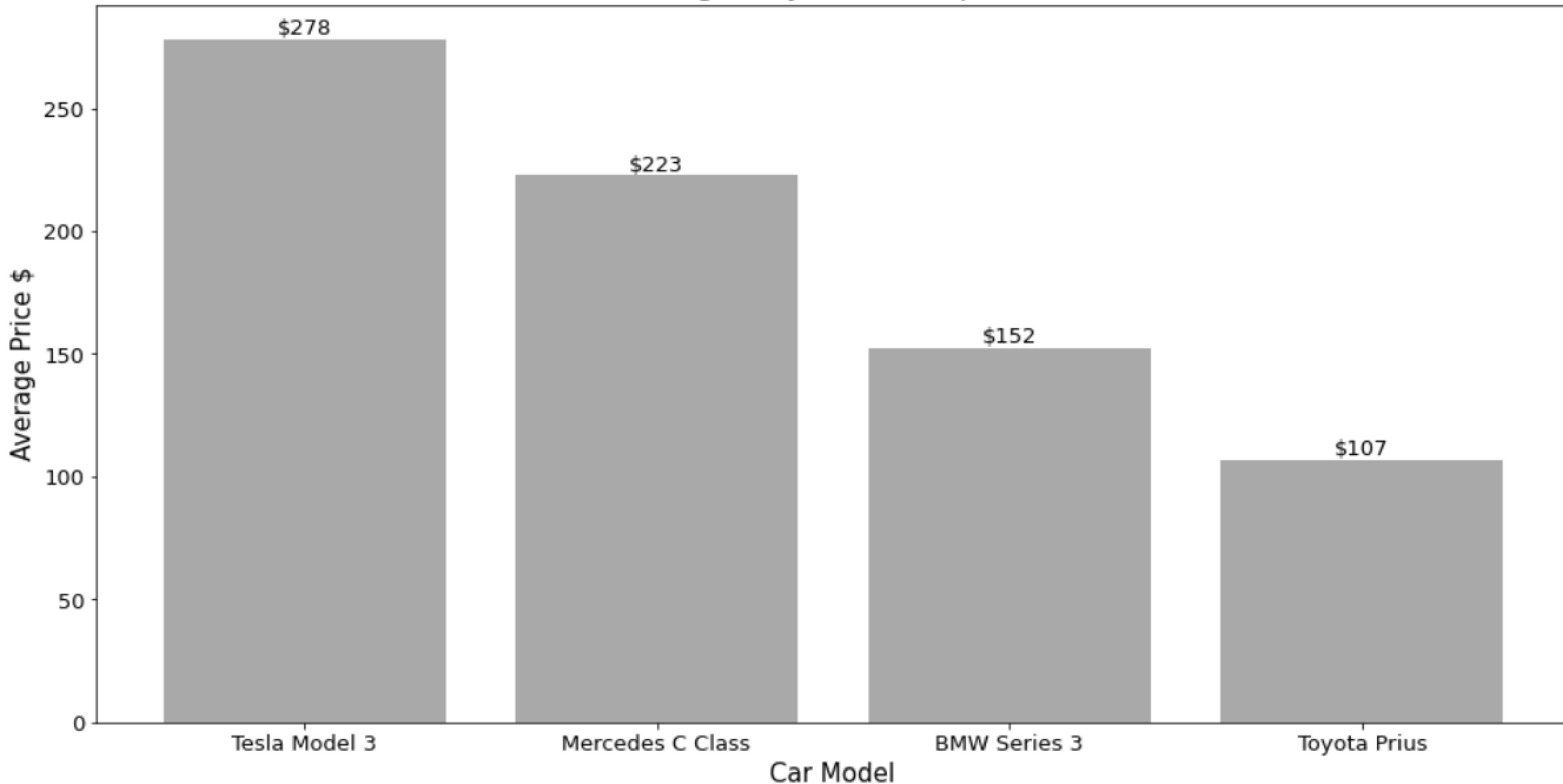
BMW series 3

	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Tax Credit	0	0	0	0	0	0
Insurance	997	1027	1058	1089	1122	5293
Maintenance	537	3592	1257	1458	4024	10868
Repairs	849	1304	1401	1502	1611	6667
Taxes & Fees	1605	93	93	93	93	1977
Financing	2377	1932	1447	916	335	7007
Depreciation	5170	4308	2906	2270	1831	18485

Total expenses(5years forward) of top four most suggested models in CA

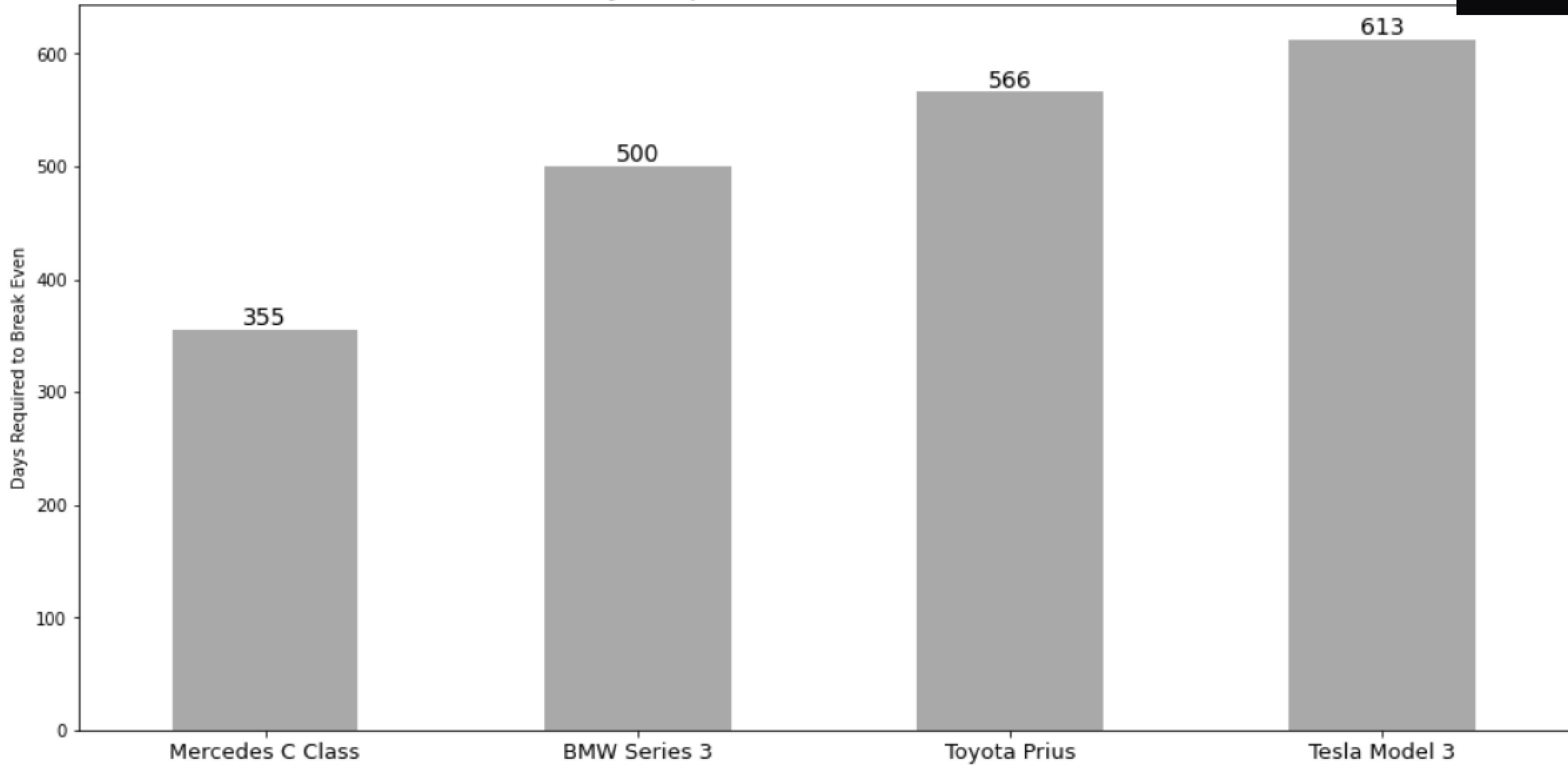


Average daily Prices of Top Cars



Number of days required to break even for each car model

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Conclusion: Tesla Model 3 offers the fastest break-even point (355 days) and highest cost-effectiveness, making it the most attractive choice for Turo business in California.

Thank You For Attention

