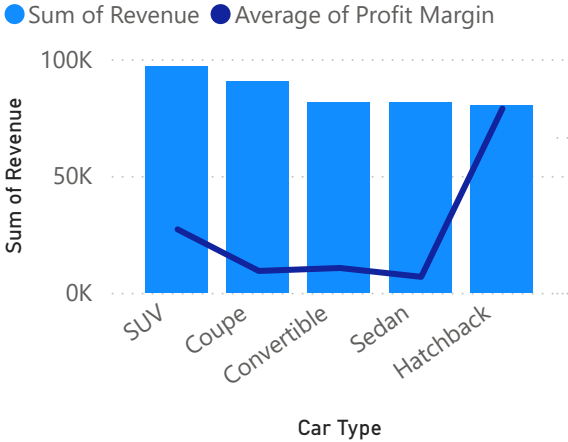


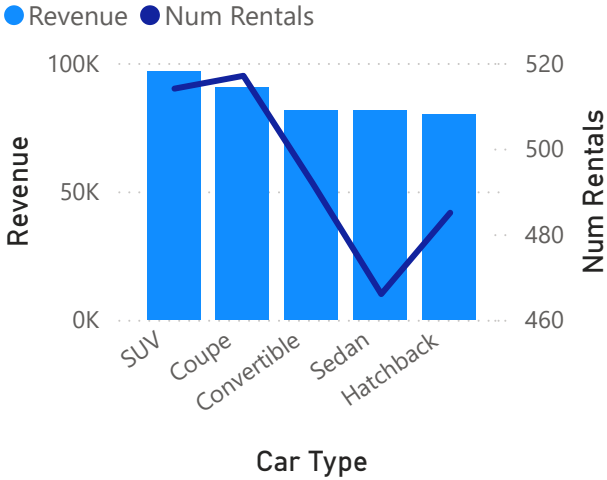
Rental Month

All

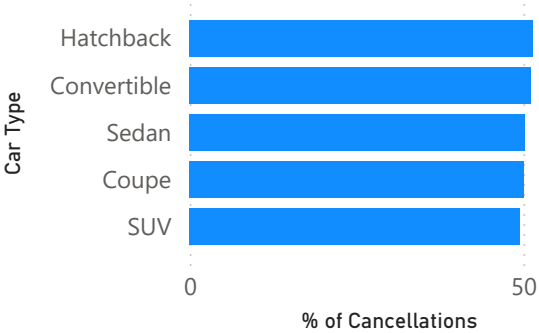
Sum of Revenue and Average of Profit Margin by Car Type



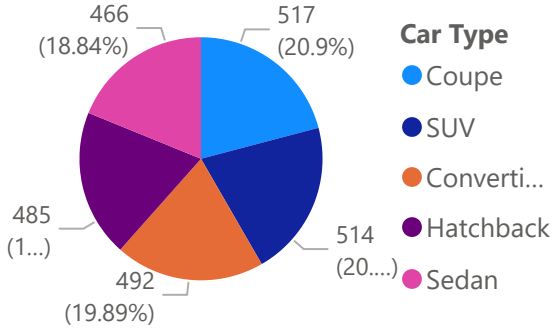
Revenue and Num Rentals by Car Type



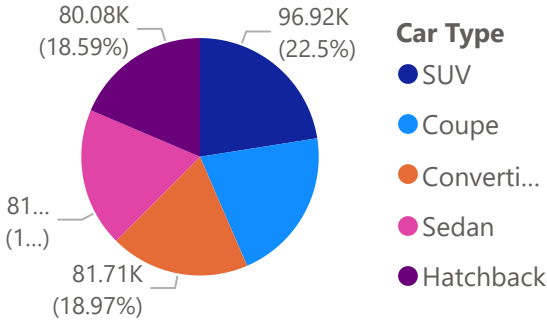
% of Cancellations by Car Type



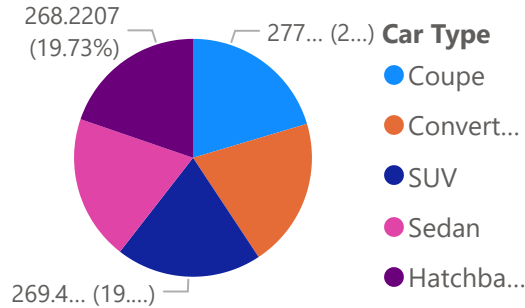
Rentals by Car Type



Revenue by Car Type



Average of Total Cost by Car Type



Out of the two most popular car types, we can see that Coupes are more popular during the earlier stages of the year whereas SUVs are more popular during the later part of the year(September onwards).

So, the company will generate more revenue if it increases Coupe rentals during the earlier months and SUV rentals during the later months.

Rental Trends per Car Type per Month

Car Type	1	2	3	4	5	6	7	8	9	10	11	12	Total
Convertible	51	30	50	25	47	28	54	39	40	36	51	41	492
Coupe	44	47	51	31	48	37	49	47	47	39	38	39	517
Hatchback	42	41	35	47	46	36	45	38	32	37	43	43	485
Sedan	36	33	36	39	46	38	28	38	50	37	34	51	466
SUV	44	30	33	43	40	30	44	36	53	46	43	47	514
Total	217	190	205	185	235	178	220	198	222	195	208	221	2474

SUV accounted for the highest contribution of revenue(22.5%) with the second highest number of bookings(20.78%). It also has a low maintenance cost compared to Coupes and Convertibles.

Coupes have the highest maintenance cost, but it has the highest number of rentals(20.9%) and is the second highest revenue generator(21%).

Also, both these type of cars have the lowest percentage of cancellations. Hence, the company should invest more in the rentals of SUVs and Coupes.

Both Sedan and Hatchback cars have low maintenance cost, but they also generate the least revenue and have the lowest number of rentals. They also have high percentage of Cancellations, So, the company should divest from the rentals of these type of cars.