

## Business Hypotheses

**H1. Months in the summer season generate 2x the average revenue.**

- **FALSE:** Analyzing all available data, summer revenue have 1,45x on average revenue per listing



*Filter only summer*



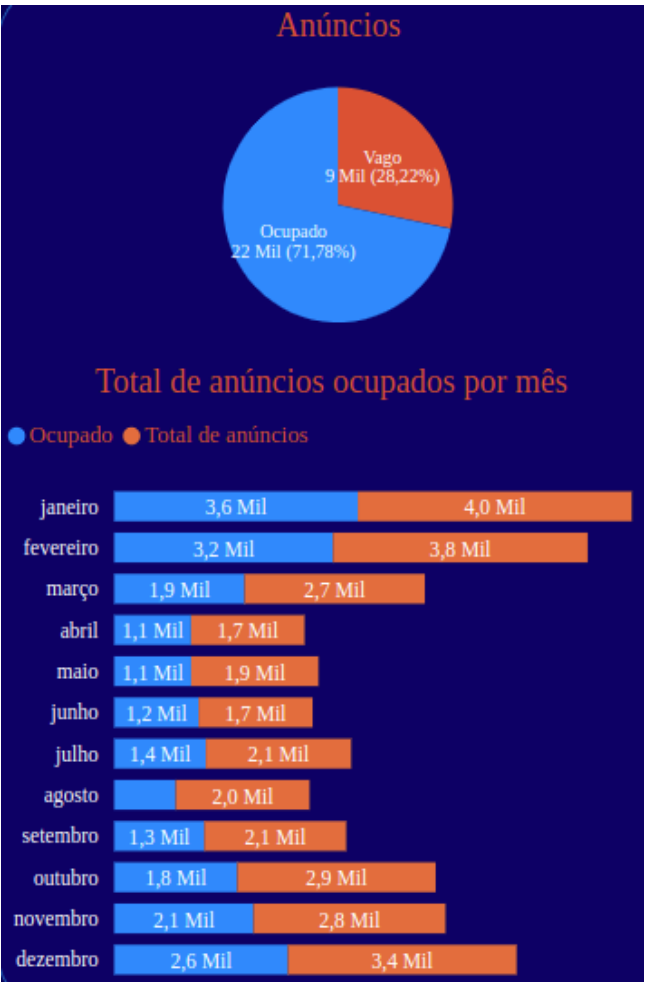
*Filter except summer*



*Total revenue per season*

**H2. Weekends can have up to 20% more occupancy.**

- FALSE:** Occupancy percentage goes up by 11% not 20%

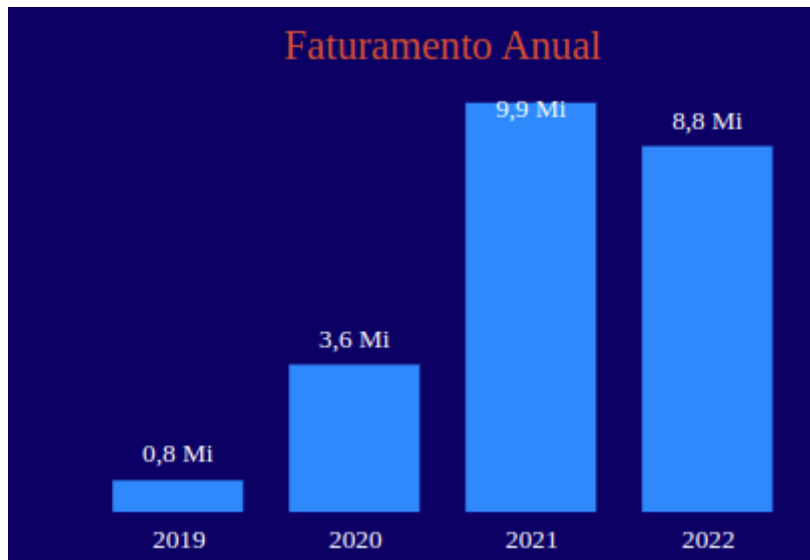


Only summer  
Except summer



### ***H3. Annual revenue grows by 20% per year or more***

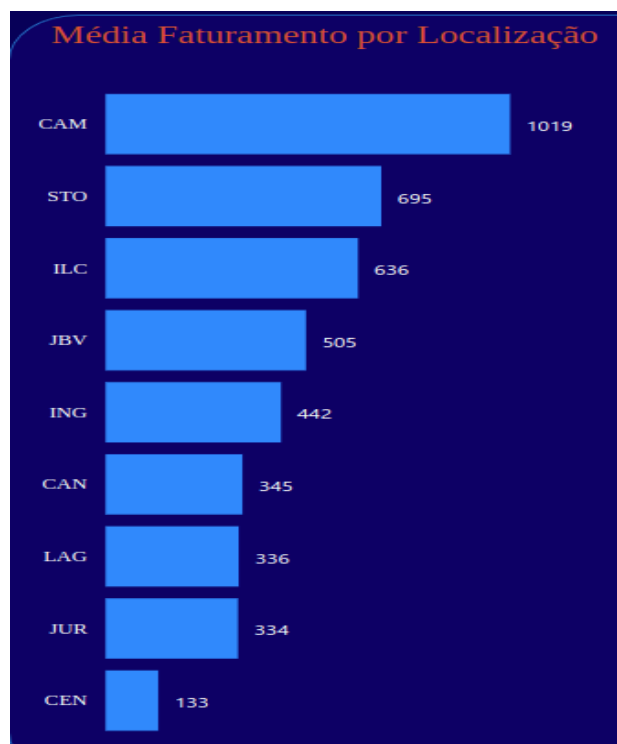
- **TRUE:** Revenue growth was 175% from 2020 to 2021, the other months do not have complete year data to compare



*Total revenue per year*

### ***H4. More expensive locations have up to 2x higher value on average than less valued locations or more.***

- **TRUE:** The most expensive location has 7.7x more value on average than the least valued



Revenue average per localization

**H5. Properties with capacities greater than 6 have 3x higher revenues than houses with less capacity.**

- **FALSE:** Properties with a capacity greater than 6, have an average revenue of 1,9x greater

Faturamento Total	Faturamento Médio por anúncio	Total de Imóveis anunciados
1,57 Mi	877,29	20

Only capacities greater than 6

Faturamento Total	Faturamento Médio por anúncio	Total de Imóveis anunciados
21,50 Mi	463,08	290

Properties with capacity up to 6

**H6. House-type properties are on average 20% more expensive than apartments.**

- **FALSE:** House-type properties have an average of 18.56% higher value than other types

Faturamento Total	Faturamento Médio por anúncio	Total de Imóveis anunciados
317,22 ...	391,63	10

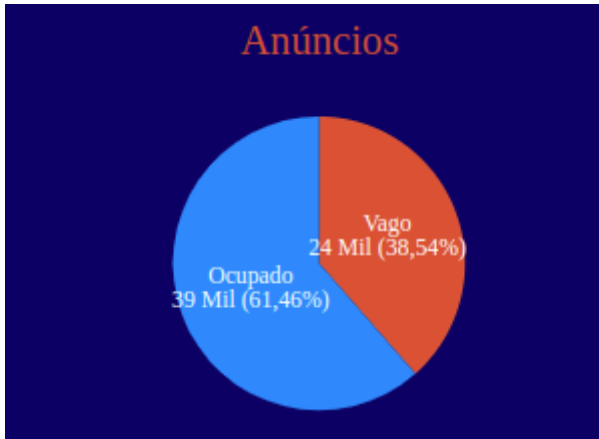
Only houses

Faturamento Total	Faturamento Médio por anúncio	Total de Imóveis anunciados
21,18 Mi	464,35	280

Except houses

**H7. Hotel type properties have a higher occupancy rate than other types**

- **TRUE:** Hotel type properties have an occupancy rate of 12,58% higher



Occupancy only hotel



Occupancy except hotel

**H8. In the new year to an appreciation of more than 2x in the properties.**

- **TRUE:** Average revenue rises 2.5x on New Year's day



Only new year day



Totally days

**H9. The occupancy rate in the new year is 20% Bigger then the rest of the year.**

- **TRUE:** The occupancy rate is 45% higher

