Assignment 5

1. What questions would you have, who would you want to ask, and how would you go about trying to find an answer?

   Check market supply:- Especially if the supply is low, you may want to consider giving this a shot. However, if you see a lot of cars in your area available for rent, chances are you may have missed the boat. We have to ask the CEO in which city she wants to deploy this service.

   Photos:- Your photos are the first thing renters see when looking for a vehicle. So car renters should upload photos of all sides of the exterior, interior, and extras if available.

   Match market pricing:- Pricing follows demand; if demand is high and supply is low, you can charge more than what the rental platform you use recommends. If you price it too high, you may never get a single renter.

2. What do you need to learn and how would you approach learning what you need?

   Utilize automated messaging:- Set up automated messages to go out to your renters at specific times, from booking to the end of the trip.

   Upsell:- Charge a delivery fee and offer extras such as child car seats, strollers, air mattresses, bike racks, storage racks, additional mileage, wireless WiFi devices, and beach chairs—all for a per day or per trip fee.

   Rating System:- Deploy the rating system to improve the recommendation system.

3. What assumptions are you making?

   when someone rents out their vehicle to another person, any liability would likely be covered under the car owner's auto insurance.

4. How would you measure success?

   - Reduce or eliminate human errors
   - Great Precision
   - Decision quality
   - Enhanced services
   - Financial Growth
   - Market Effectiveness
   - Environment Sustainable
   - No Distrust

5. What risks are there in your plan and how would you manage that risk?

   Diversify:- Make sure you don't buy all of the same make and model. In the event of a recall, apps like Turo would deactivate your listings, ending our commercial operations until a repair is documented. This can complicate upcoming travel plans.