

Turo

Market Analysis

Final Project



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This is your chance to pick our brains



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Emory Hospital

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Background

Turo is the world's largest car sharing marketplace where customers can book any car they want, wherever they want it, from a vibrant community of trusted hosts





What's The Problem?

Picking the wrong vehicle for your fleet can stall any business before it even starts. It is imperative to execute proper market analysis to put the host in a strong position to mitigate risk and increase profits

12.6%

Increase in New Car
Prices

16.1%

Increase in Used Car
Prices

30.7%

New Listings on Turo

Method Questions



Question 1

Which part(s) of the listing make the vehicle more successful?



Question 2

Does the average number of trips differ by location?



Question 3

Does the best performing car differ between cities?

Methods



Narrow Focus

Exploratory Analysis in Tableau



Subset The Data

Narrowed our focus to 22 variables



Test Assumptions

Recode and correct for assumptions to perform analysis



Identify Correlations

Explored the correlating factors of a listing



Identify Predictive Variables

Stepwise Backward Regression



Analysis of Variance

Tested variance of trips taken amongst locations

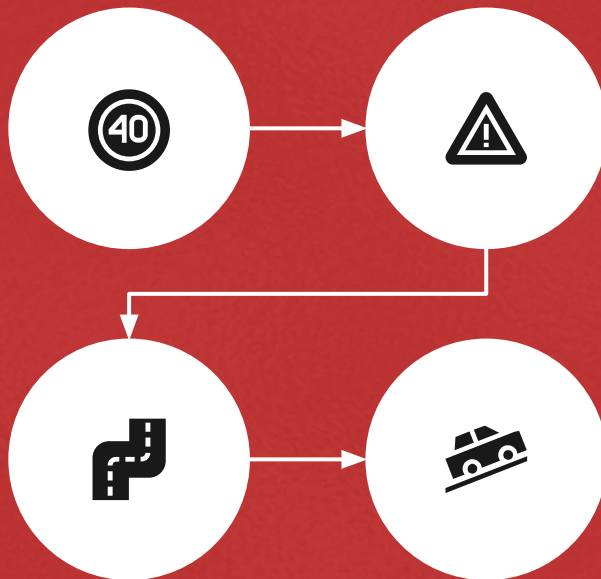
Road to Riches

All Star Host

These host have at least
10 Trips and 5 star
Average Rating

Daily Price

Pricing a listing for the
market is key to being
unlocking more trip



TuroGO

These vehicle can be
rented and unlocked
instantly via the Turo
App

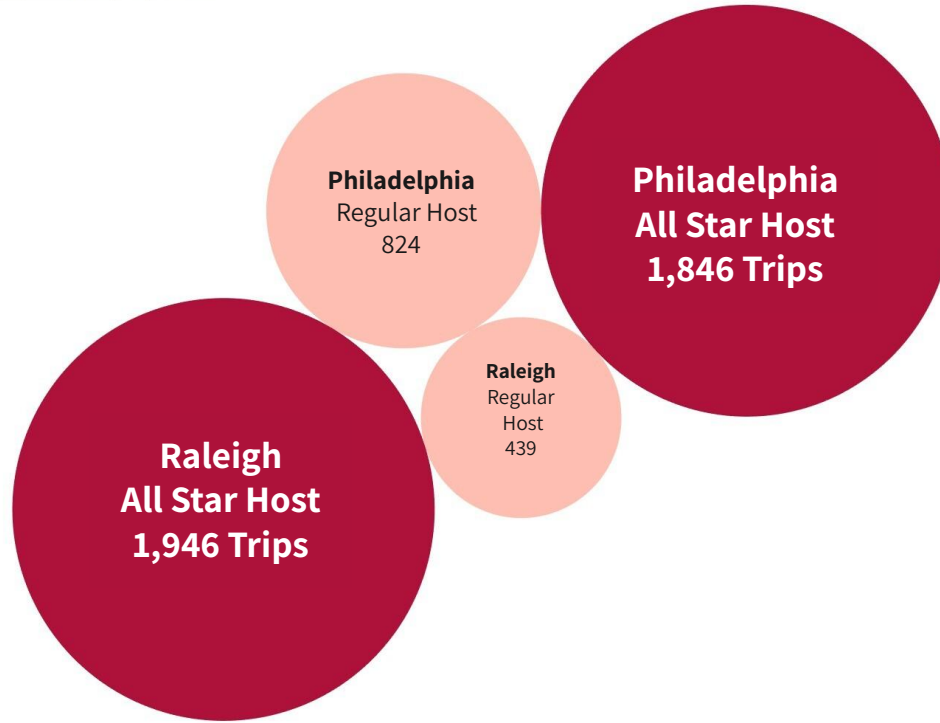
Time

A key factor to lots of
trips is lots of time

P-value 2.2 e-16

Become An AllStar Host QUICKLY

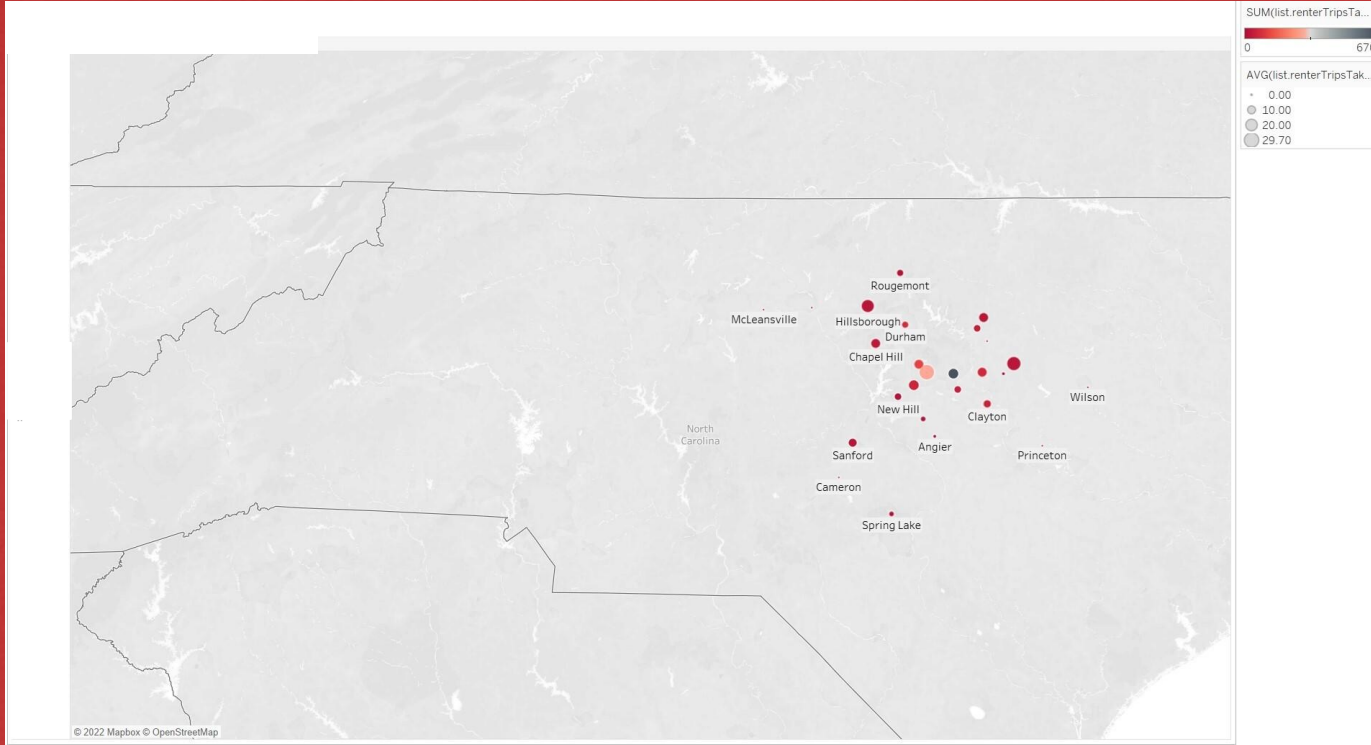
4-Philadelphia & Raleigh, AllStar Host, Trips Taken



List A Vehicle With TuroGO Technology

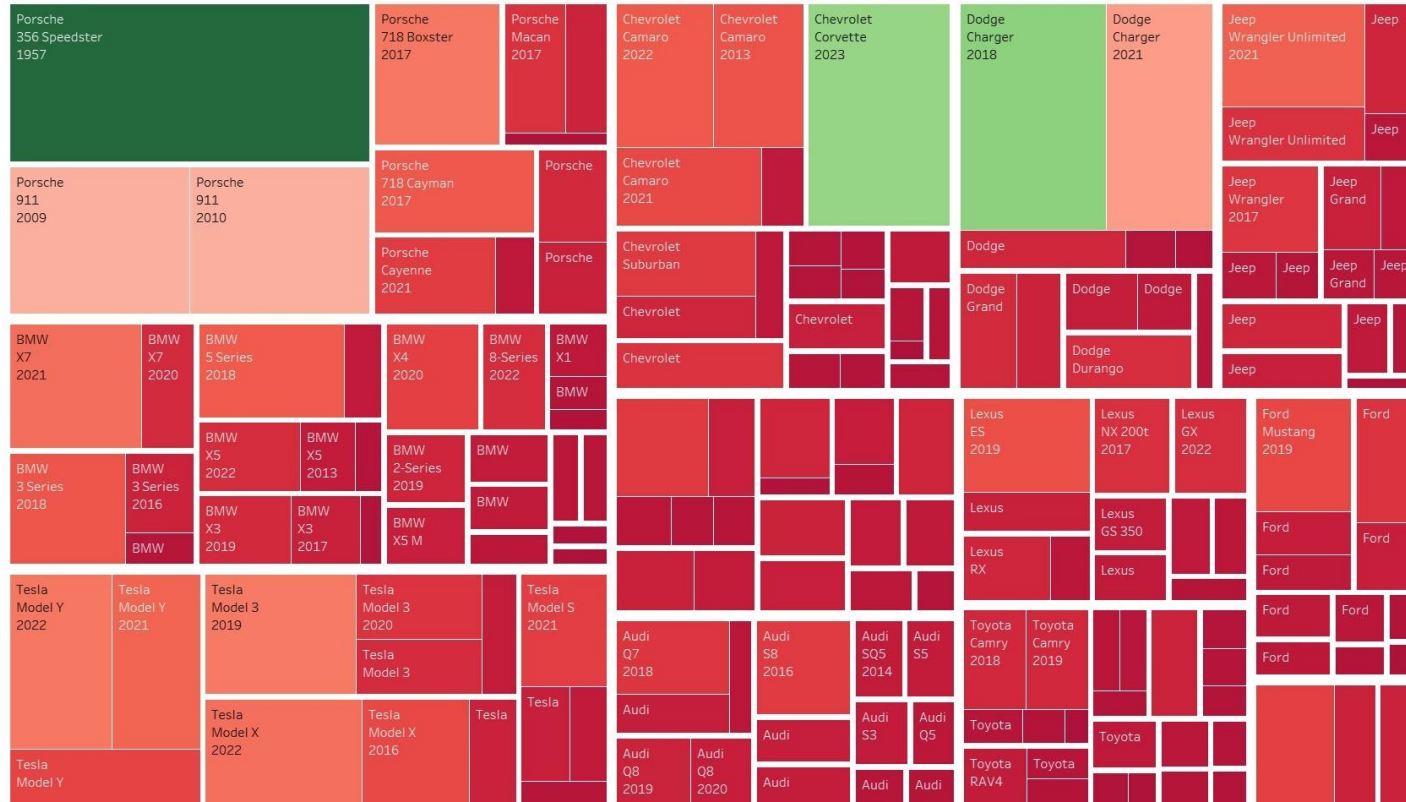


List Your Vehicle in a Hotspot



P- Value .009 There is a difference in trips based on city

3-City, Vehicle Make, Year, Model





The Take-Away

Turo allows U.S business owners and entrepreneurs to profit from their vehicles by becoming a Turo Host. New host should consider the variables within their control in order to offset rising car prices

Turo is the largest car sharing platform and it is growing because the consumers are able to select the car that they desire.

Our analysis shows consumers want the technology of TuroGo, proper location, and a trusted All Star Host



Conclusion

In conclusion, proper market analysis will help keep business owners in control and make money faster. If time permitted, we would have been able to do more thorough research to see which car model had high daily prices and high number of trips for each city.

Questions???



