**Turo**

**Executive Summary**

*Turo is a company that allows consumers to book nearby cars for local trips & errands on the world's largest car sharing marketplace. The company aims to help consumers find the perfect car for any occasion and every budget, and book from trusted local hosts.*

*In this project we will examine a sample of Turo listings across 98 cities in the US. Turo is the largest car sharing marketplace, but is every host profitable? As an entrepreneur or a cash strapped individual how can a potential host be confident his or her vehicle will cash flow. We want to examine which listings are doing the best and why? What contributes to the listing success? Ultimately, what is the best car to host on Turo?*

*Turo is in other states besides the ones listed in the data set but is there a difference? Is it by the cost for the day, week, or month? Is the difference in the number of miles you want to put on the vehicle and where you are taking it? Is there a difference in the vehicle by the age of the vehicle you are selecting or the time of day you are requesting it? Is the difference in the promotions for signing your vehicle up or when you choose a vehicle to use.*

*There are so many options available, who benefits the most is it the owner or the consumer. The options are limitless, and we are just touching the surface with these general questions.*

**Business Objectives**

*We want to know what makes the vehicle selection more successful. Is it the vehicle (type, make, model or year), the reviews, the convenience of TuroGo, Allstar Host rating, the average daily price, distance from an airport, promotions, weekly or monthly rates, or when it was created.*

*We are also looking at the average number of trips by location. Is it different because of city and state or because it’s near an airport?*

We want to know if one type of car does better in one city over another.

**Background**

*We are trying to see if Turo is something good for us to get into financially or is it a passion project that helps the community get around*

*Ride sharing and car sharing is a new thing that will help offset incomes since everything has gotten more expensive since the Covid-19 lockdowns. Most people are looking for any for of help that is available.*

**Scope**

*By looking into this we will explore whether this is a good business model for anyone with an extra car, or should a person choose to be a host only if the listing is optimized for the current market.*

**Functional requirements**

We need to make sure we have enough information to make the right assumptions and to process the information correctly to feel like we are getting an actual picture of benefits.

We would use R, Python and Tableau. We need the ability to graph and show the information that has been gathered is enough to make the best decision for myself and to inform others if they ask for my opinion.

**Personnel requirements**

*I will have to find the best columns with the most information that will answer our questions on what the best way is to make the decision on if my vehicle will hit the right spots to make the most money, I will have to decide on how many extra miles I want put on my vehicle. I need to know what is required of me to list my vehicle; what kind of insurance is needed…to many unknows.*

**Delivery schedule**

*I think that 6 weeks should work. We will pull the data that is offered and then start to see if we have collected enough or if we need to gather more.*

* *We will have to check and see how much control we have on our vehicle when it is rented out.*
* *We need to see what the two-year time frame is about.*
* *We need to find out what happens when they go over the maximum miles.*
* *Is there a tracker that will be needed to be added to the vehicle to make sure it is not used in something illegal or if there is an accident that we can protect ourselves.*

**Other requirements**

*Personal or vacation days, needing the time off. Time on processing the data. Making sure the information is processed, understood, and presented.*

**Assumptions**

*I think we need to check the data for other areas, beside the local areas because maybe there are things offered that works better somewhere else and might need to be implemented if I decide to list my car as a vehicle share. There are a lot of unknows because we don’t know how much information will be available or collected. How many people it will require to process the information as it is gathered and sorted. The processing will depend on how it is received, in raw data form that we must enter or if it will be ready to process.*

**Limitations**

*Is the Turo website the only place to access this data, is it biased or can we get the data somewhere else that will show other information. How many ways we will have to go about collecting information. Confusion on the information we are requesting, how the information is being collected, received, processing the information, and reporting the final details of the information.*

**Risks**

* *Confusion on what we are trying to figure out – too many questions needing answers and looking at the wrong column on the dataset because it has a word were mentioned*
* *Understanding the information that is being sent back – receiving the information*
* *How to process the information received – raw data or ready to process*
* *Not sorting the information, the correct way – getting rid of unnecessary data*
* *Understanding the reporting process – report wording or graphs with detailed information*
* *Internet crashing – maybe 2 different internet providers*
* *Losing power – having a generator*
* *Computer freezing – up today software and having a backup saved*