<ins>Drive Car Rental Data Analysis</ins>

a) How do rental trends vary over time and across different countries

The peak month both in terms of rental count and revenue seems to be May 2023. May, July and December seem to be the strongest performing months.

January 2024 numbers look low across the board as the data might be only partial.

b) Which are the most popular car types and how much profit was generated by type

The most popular car types are Coupes, followed by SUVs. Sedans seem to be the least popular. All car types seem to be loss making as the total cost is pretty high compared to revenue. SUVs generate the highest revenue, followed by Coupes, while Hatchbacks have the lowest revenue.

c) What trend does rental sources show for cancellation status and which rental source is best for business and why

In-store have the highest cancellations, closely followed by online while 3rd party have the highest non-cancelled status.
3rd party rental source is the best for business since it has the highest revenue overall, lowest cancellation rate, higher average revenue per booking and higher volume of completed (non-cancelled) rentals.

d) How do payment statuses correlate with revenue?

In case of already 'paid' status, the highest revenues come from 3rd party followed by In-store. Whereas for 'pending' payment status, the highest again comes from 3rd party, while 'Online' mode comes 2nd with In-store being the lowest