

Picking the perfect RV for your trip

Brandon Ryu
7/28/2020

Background

- Enjoy nature with the comfort of your home
- Purchasing an RV
 - \$10,000 to more than \$500,000
 - Maintenance
 - Storage
- Rental platforms
 - [Rvshare.com](https://rvshare.com)
 - [Outdoorsy.com](https://outdoorsy.com)



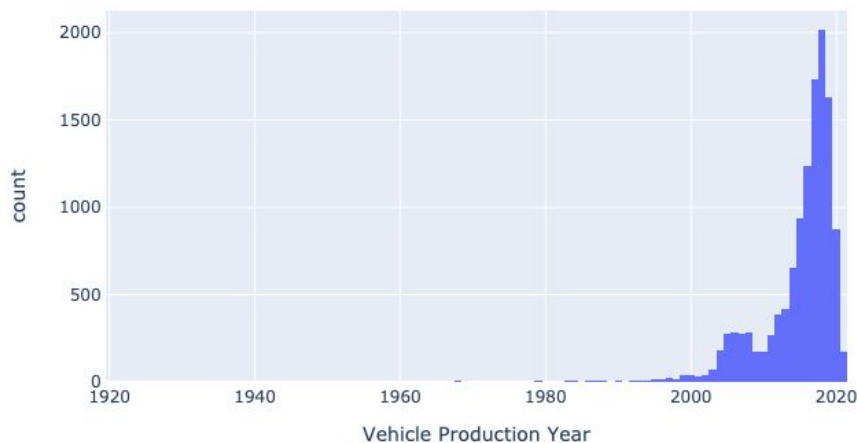
Research Question

How can consumers get the **most value** out of their RV based on the **needs of their trip**?

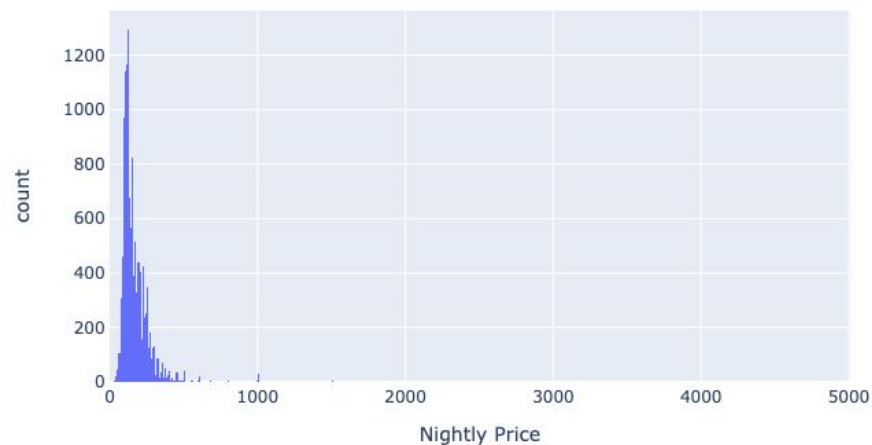


Removing Outliers – Before

Distribution of Vehicle Production Year

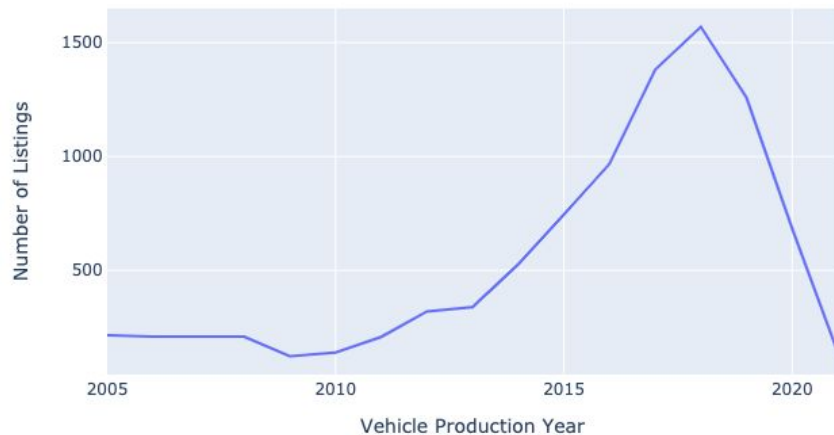


Distribution of Nightly Price

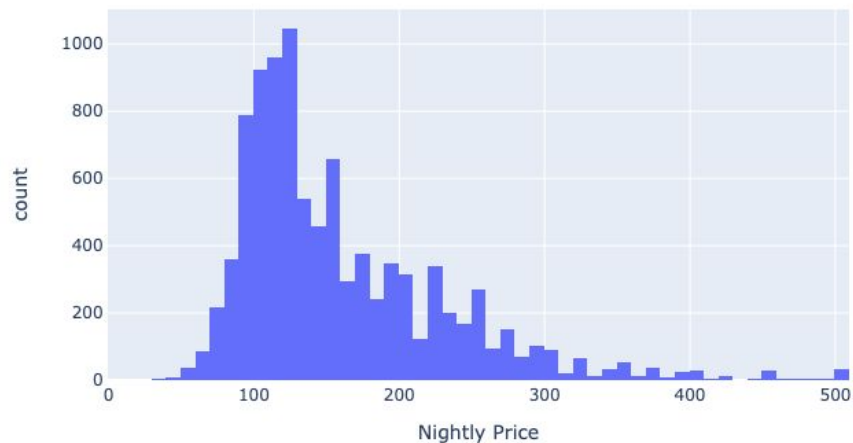


Removing Outliers – After

Number of Listings per Vehicle Production Year



Distribution of Nightly Price



Differences Between Motorcoaches

Class A

Largest, most luxurious



Class B

Stealthy and agile, but small



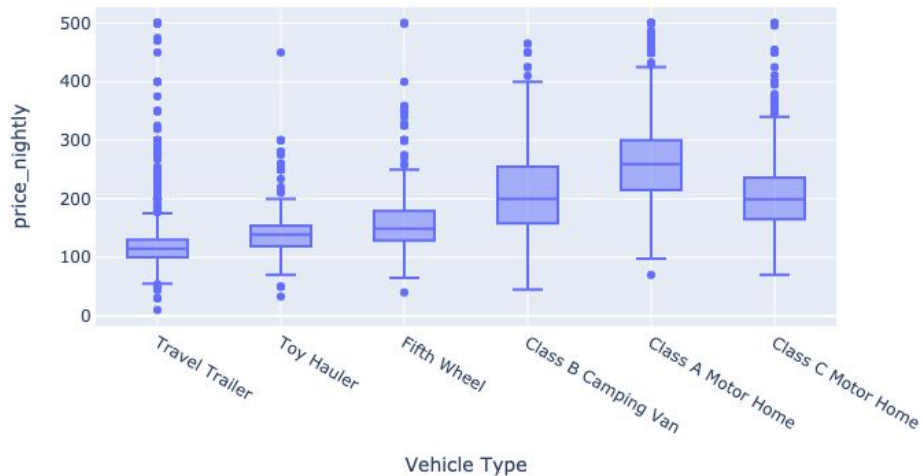
Class C

In between A and B

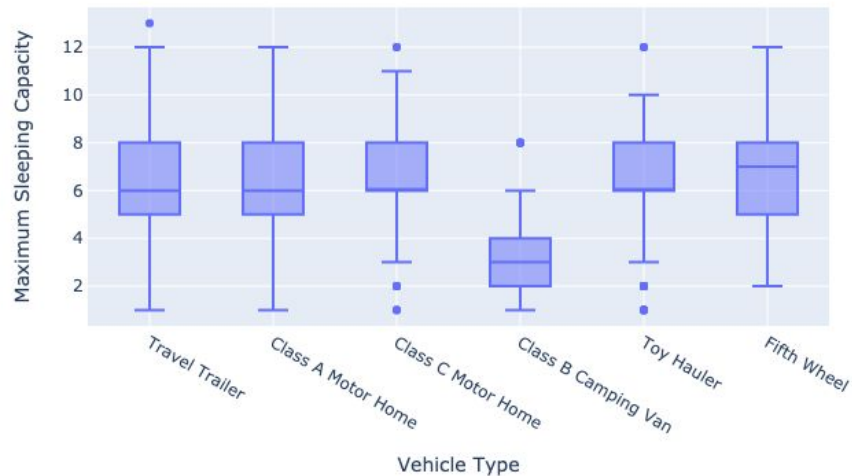


Vehicle Type Comparison – Price

Distribution of Price per Vehicle Type

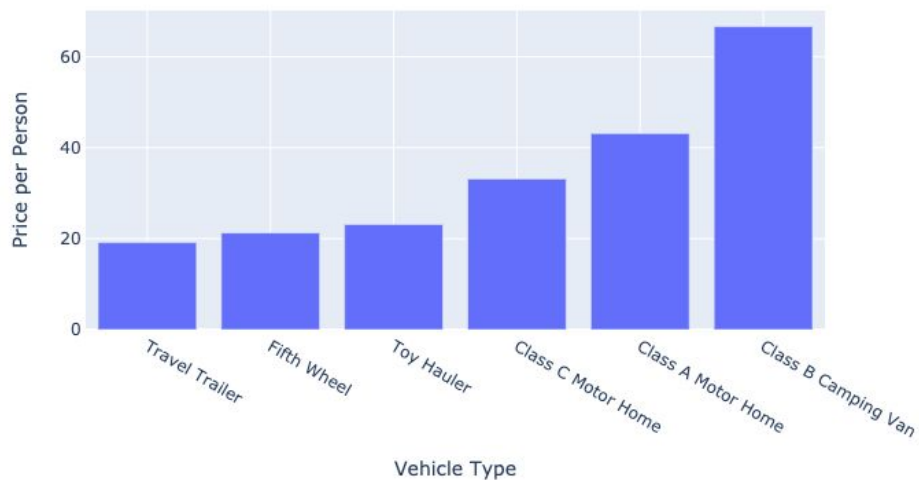


Distribution of Sleeping Capacity per Vehicle Type

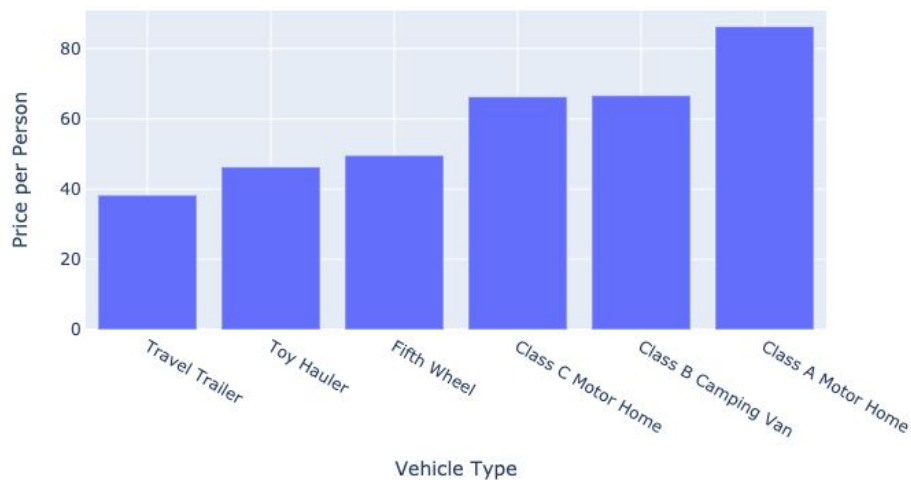


Vehicle Type Comparison – Price

Price per Person per Vehicle Type (Max Capacity)

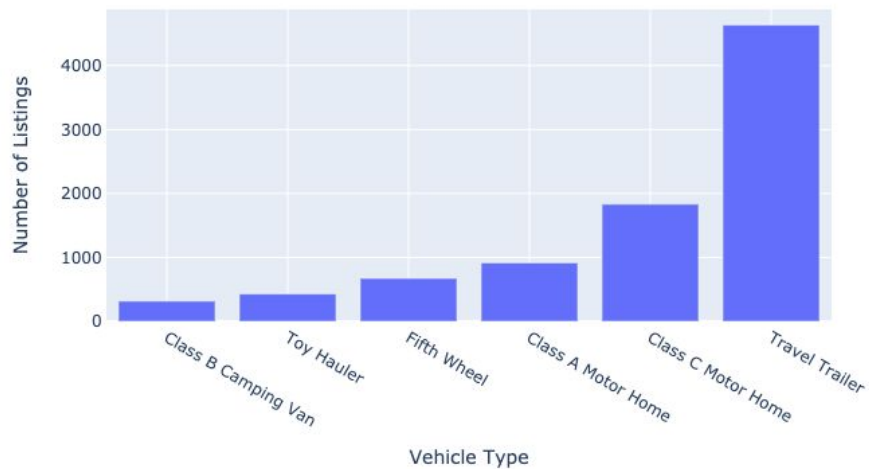


Price per Person per Vehicle Type (3 People)

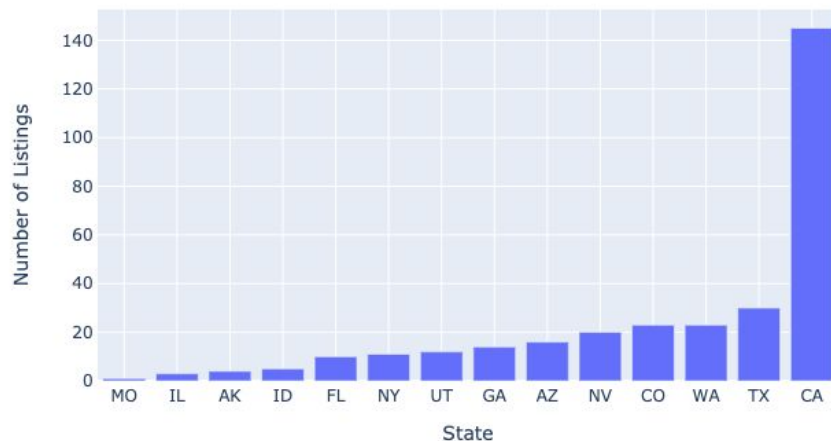


Vehicle Type Comparison – Availability

Number of Listings per Vehicle Type



Number of Class B Listings per State



Booking Type Comparison

Savings(%) per Booking Type

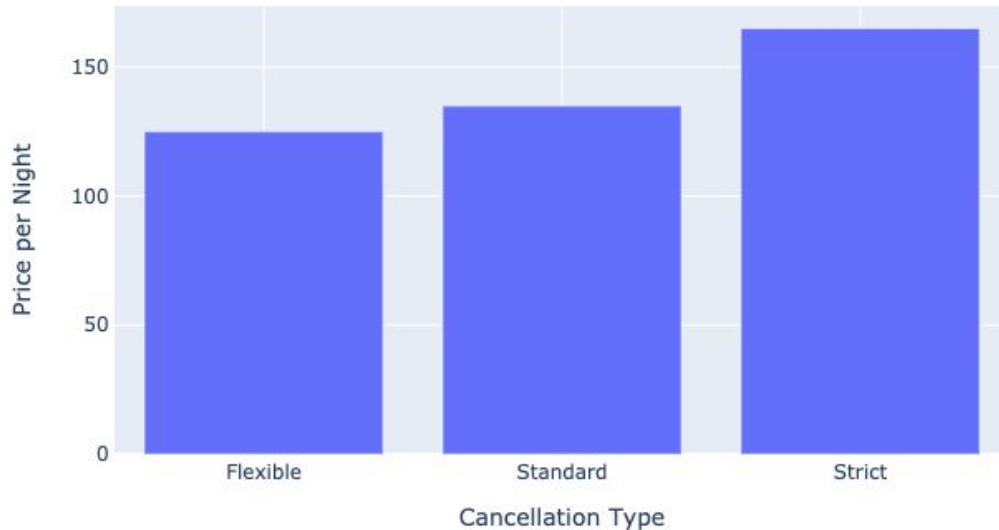


Monthly - Save 36%

Weekly - Save 16%

Cancellation Type Comparison

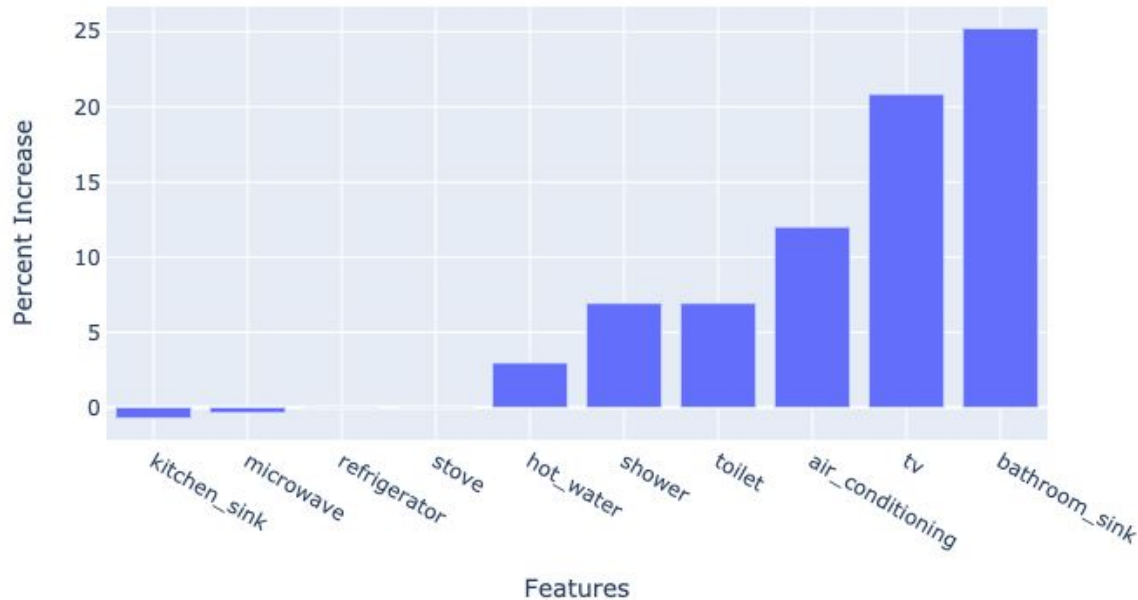
Median Price per Cancellation Type



- Opposite of what consumers expect
- Follows owners' perspective
 - Higher cost vehicle
-> strict cancellation policy

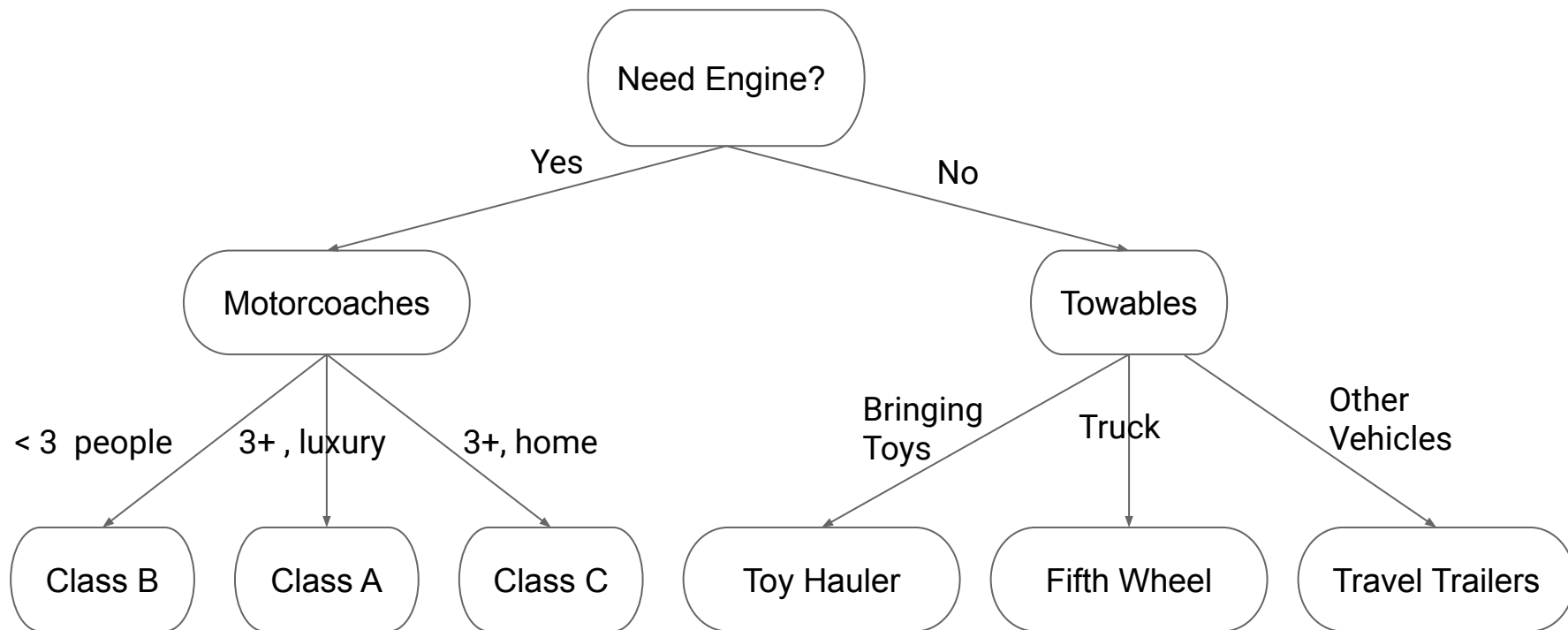
Top Features

Price Increase(%) per Feature



- People pay more for bathroom, entertainment, and climate control
- People do not pay more for kitchen amenities

Conclusion



Limitation

- Not able to get complete list of listings per state
 - Search drops a point in the map of the state and returns listings around the point
- Compare number of listings per state (supply) with number of park visitors per state (demand)
 - Identify states with low number of listings compared to demand
 - Advertise more in those states

Number of Listings on Number of National Park Visitors per State

