

# Data Analysis

Based on 2018

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JULY 24

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LARIAT

Data Analysis: Devang Trivedi

**LARIAT**  
RENT-A-CAR  
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# FY 2018 Scenario

Total Branches	50
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Yearly cost	\$ 28,244,306
Yearly Insurance	\$ 4,832,383
Total Cost	\$ 33,076,689
Gross Revenue	\$ 64,866,040
Net Revenue	\$ 31,789,351

Yearly Cost per Branch	\$ 564,886
Yearly Insurance per Branch	\$ 96,648
Gross Revenue Per Branch	\$ 1,297,321
Net Revenue Per Branch	\$ 635,787

Total Customers	100,000
Total Rent-Days	399,947

Yearly Cost per Customer	\$ 282
Yearly Insurance per Customer	\$ 48
Gross Revenue per Customer	\$ 649
Net Revenue per Customer	\$ 318
Total Customers per Branch	2,000

Rent-Days per Customer	4
Gross Revenue per Rent-Day	\$ 162
Net Revenue per Rent-Day	\$ 79

Net Revenue	\$ 31,789,351
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# Strategy# 1

## *Add 10 more branches*

All branch locations were divided between five regions:

Northeast, Southeast, Midwest, Southwest and West.

Northeast and Midwest regions can be used to open 5 more branches each.

Add 5 branches in Northeast: Boston Massachusetts, New Haven Connecticut, Manchester New Hampshire, Philadelphia Pennsylvania and Pittsburgh Pennsylvania.

Add 5 branches in Midwest: Chicago Illinois, Indianapolis Indiana, Columbus Ohio, Cleveland Ohio and Sioux Falls South Dakota.

Regions	North-East	South-East	Midwest	South-West	West
Branches	6	14	7	11	12
Gross Revenue	\$ 7,666,626	\$ 18,366,061	\$ 8,952,539	\$ 14,283,436	\$ 15,597,378
Customers	11989	28122	13816	21955	24118
Rent-Days	47317	113108	55211	87938	96373

# Strategy# 1

*Add 10 more branches*

	2018	Strategy 1
Total Branches	50	60

Yearly cost	\$ 28,244,306	\$ 33,893,167
Yearly Insurance	\$ 4,832,383	\$ 5,798,859
Total Cost	\$ 33,076,689	\$ 39,692,026
Gross Revenue	\$ 64,866,040	\$ 77,839,248
Net Revenue	\$ 31,789,351	\$ 38,147,222

Yearly Cost per Branch	\$ 564,886	\$ 564,886
Yearly Insurance per Branch	\$ 96,648	\$ 96,648
Gross Revenue Per Branch	\$ 1,297,321	\$ 1,297,321
Net Revenue Per Branch	\$ 635,787	\$ 635,787

Total Customers	100,000	120,000
Total Rent-Days	399,947	479,936

Yearly Cost per Customer	\$ 282	\$ 282
Yearly Insurance per Customer	\$ 48	\$ 48
Gross Revenue per Customer	\$ 649	\$ 649
Net Revenue per Customer	\$ 318	\$ 318
Total Customers per Branch	2,000	2,000

Rent-Days per Customer	4	4
Gross Revenue per Rent-Day	\$ 162	\$ 162
Net Revenue per Rent-Day	\$ 79	\$ 79

Net Revenue	\$ 31,789,351	\$ 38,147,222
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Net revenue difference after 10 more branches \$ 6,357,870

**Calculation for this strategy is based upon 2018 “per Branch” data.**

**Net Revenue goes up by 120%.**

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## Strategy# 2

### *Add 10 more branches near airports*

22 branches near airport, brought more business compared to an average of branch that is away from airport.

Branches Away from Airports			Branches Near Airports		
Total Revenue	Total Customers	Total Rent days	Total Revenue	Total Customers	Total Rent days
\$ 36,286,520	56035	223679	\$ 28,579,520	43965	176268

Branches Away from Airports			Branches Near Airports		
Total Branches	Total Cities	Total States	Total Branches	Total Cities	Total States
28	27	14	22	19	14

Branches Away from Airports			Branches Near Airports		
Revenue Per Branch	Customers Per Branch	Rent Days Per Branch	Revenue Per Branch	Customers Per Branch	Rent Days Per Branch
\$ 1,295,947	2001	7989	\$ 1,299,069	1998	8012

# Strategy# 2

*Add 10 more branches near airports*

	2018	Strategy 2
Total Branches	50	60
Yearly cost	\$ 28,244,306	\$ 33,893,167
Yearly Insurance	\$ 4,832,383	\$ 5,798,859
Total Cost	\$ 33,076,689	\$ 39,692,026
Gross Revenue	\$ 64,866,040	\$ 77,856,731
Net Revenue	\$ 31,789,351	\$ 38,164,705
Yearly Cost per Branch	\$ 564,886	\$ 564,886
Yearly Insurance per Branch	\$ 96,648	\$ 96,648
Gross Revenue Per Branch	\$ 1,297,321	\$ 1,297,612
Net Revenue Per Branch	\$ 635,787	\$ 636,078
Total Customers	100,000	119,984
Total Rent-Days	399,947	480,069
Yearly Cost per Customer	\$ 282	\$ 282
Yearly Insurance per Customer	\$ 48	\$ 48
Gross Revenue per Customer	\$ 649	\$ 649
Net Revenue per Customer	\$ 318	\$ 318
Total Customers per Branch	2,000	2,000
Rent-Days per Customer	4	4
Gross Revenue per Rent-Day	\$ 162	\$ 162
Net Revenue per Rent-Day	\$ 79	\$ 79
Net Revenue	\$ 31,789,351	\$ 38,164,705

Net revenue difference after 10 more branches

\$ 6,375,353

**Calculation for this strategy is based upon averages of 22 branches near airports.  
Net Revenue goes up by 120%.**

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# Strategy# 3

## *Start accepting “under 25” customers*

competitors are renting vehicles with extra charges to under 25 customer group.  
It is advisable to charge more fees and limit the choice of cars for under 25 group.

Age group	25-30	31-40	41-50	51-60	61and_Above
Revenue	\$ 9,494,154	\$ 15,944,798	\$ 15,643,459	\$ 15,822,351	\$ 7,961,278
Customers	14,645	24,590	23,984	24,490	12,291
Rent Days	58,659	98,433	96,168	97,666	49,021

# Strategy# 3

*Start accepting “under 25” customers*

Total Branches	50	50
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Yearly cost	\$ 28,244,306	\$ 31,683,709
Yearly Insurance	\$ 4,832,383	\$ 5,420,838
Total Cost	\$ 33,076,689	\$ 37,104,547
Gross Revenue	\$ 64,866,040	\$ 72,764,994
Net Revenue	\$ 31,789,351	\$ 35,660,447

Yearly Cost per Branch	\$ 564,886	\$ 633,674
Yearly Insurance per Branch	\$ 96,648	\$ 108,417
Gross Revenue Per Branch	\$ 1,297,321	\$ 1,455,300
Net Revenue Per Branch	\$ 635,787	\$ 713,209

Total Customers	100,000	112,177
Total Rent-Days	399,947	448,658

Yearly Cost per Customer	\$ 282	\$ 282
Yearly Insurance per Customer	\$ 48	\$ 48
Gross Revenue per Customer	\$ 649	\$ 649
Net Revenue per Customer	\$ 318	\$ 318
Total Customers per Branch	2,000	2,244

Rent-Days per Customer	4	4
Gross Revenue per Rent-Day	\$ 162	\$ 162
Net Revenue per Rent-Day	\$ 79	\$ 79

Net Revenue	\$ 31,789,351	\$ 35,660,447
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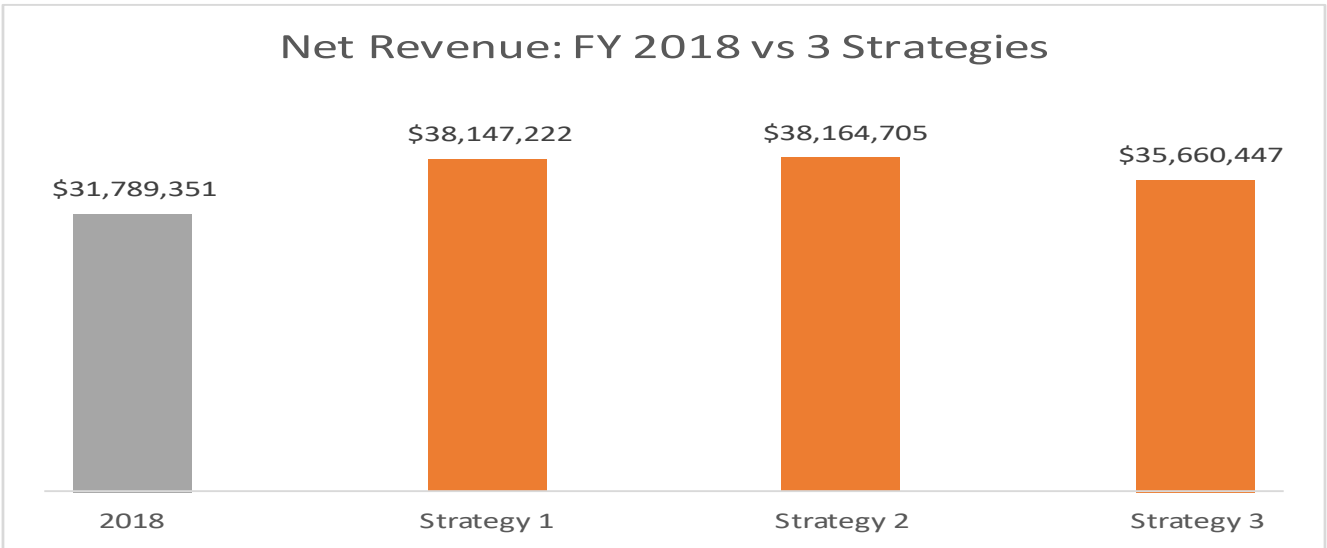
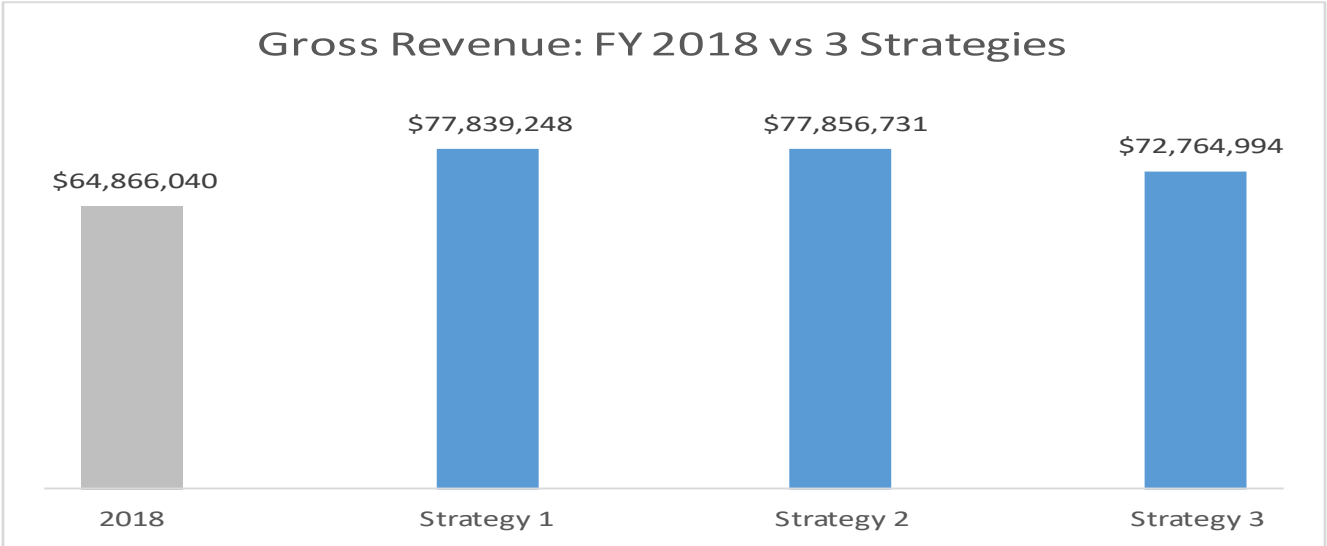
Net revenue difference after 10 more branches \$ 3,871,095

**Calculation for this strategy is based upon other age group averages.**  
**Net Revenue goes up by 112%**



# Charts

## Gross Revenue and Net Revenue Comparison



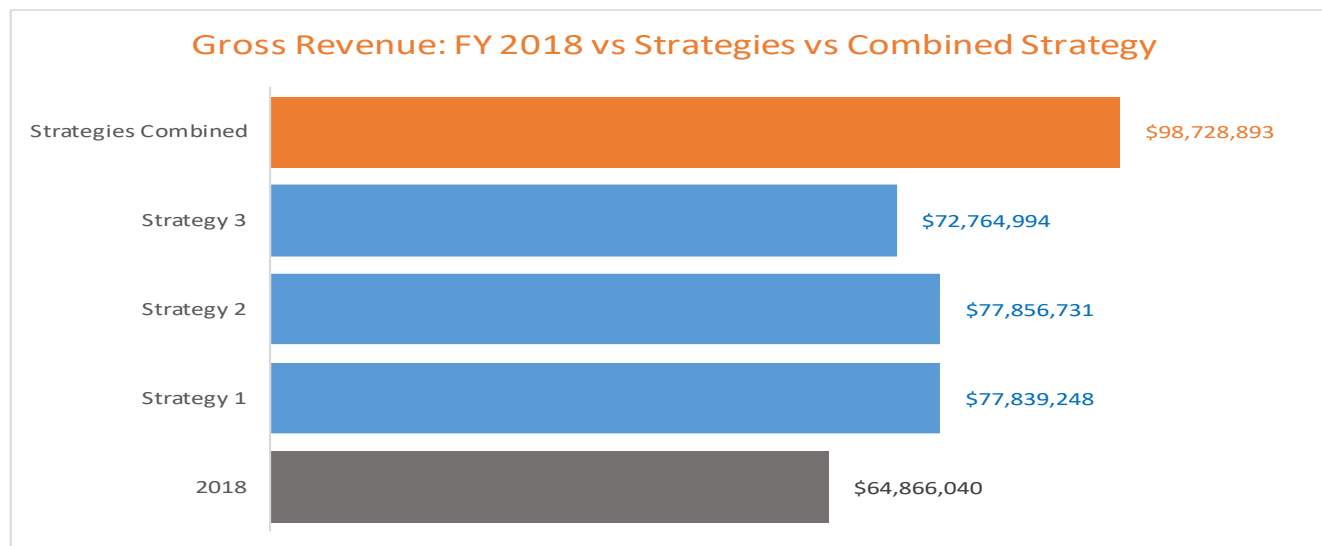
# Combined Strategy

## Strategies 1, 2 and 3 combined

	2018	Strategy 1	Strategy 2	Strategy 3	Combined
Total Branches	50	60	60	50	70
Yearly cost	\$ 28,244,306	\$ 33,893,167	\$ 33,893,167	\$ 31,683,709	\$ 42,981,431
Yearly Insurance	\$ 4,832,383	\$ 5,798,860	\$ 5,798,860	\$ 5,420,838	\$ 7,353,792
Total Cost	\$ 33,076,689	\$ 39,692,026	\$ 39,692,026	\$ 37,104,547	\$ 50,335,223
Gross Revenue	\$ 64,866,040	\$ 77,839,248	\$ 77,856,731	\$ 72,764,994	\$ 98,728,893
Net Revenue	\$ 31,789,351	\$ 38,147,222	\$ 38,164,705	\$ 35,660,447	\$ 48,393,670
Yearly Cost per Branch	\$ 564,886	\$ 564,886	\$ 564,886	\$ 633,674	\$ 614,020
Yearly Insurance per Branch	\$ 96,648	\$ 96,648	\$ 96,648	\$ 108,417	\$ 105,054
Gross Revenue Per Branch	\$ 1,297,321	\$ 1,297,321	\$ 1,297,612	\$ 1,455,300	\$ 1,410,413
Net Revenue Per Branch	\$ 635,787	\$ 635,787	\$ 636,078	\$ 713,209	\$ 691,338
Total Customers	100,000	120,000	119,984	112,177	152,161
Total Rent-Days	399,947	479,936	480,069	448,658	608,769
Yearly Cost per Customer	\$ 282	\$ 282	\$ 282	\$ 282	\$ 282
Yearly Insurance per Customer	\$ 48	\$ 48	\$ 48	\$ 48	\$ 48
Gross Revenue per Customer	\$ 649	\$ 649	\$ 649	\$ 649	\$ 649
Net Revenue per Customer	\$ 318	\$ 318	\$ 318	\$ 318	\$ 318
Total Customers per Branch	2,000	2,000	2,000	2,244	2,174
Rent-Days per Customer	4	4	4	4	4
Gross Revenue per Rent-Day	\$ 162	\$ 162	\$ 162	\$ 162	\$ 162
Net Revenue per Rent-Day	\$ 79	\$ 79	\$ 79	\$ 79	\$ 79
Net Revenue	\$ 31,789,351	\$ 38,147,222	\$ 38,164,705	\$ 35,660,447	\$ 48,393,670
Net Revenue Difference from 2018		\$ 6,357,870	\$ 6,375,353	\$ 3,871,095	\$ 16,604,319

# Combined Strategy

## Chart and table



Info	2018	Strategy 1	Strategy 2	Strategy 3	Combined
Total Cost goes up	100%	120%	120%	112%	152%
Gross Revenue goes up	100%	120%	120%	112%	152%
Net Revenue goes up	100%	120%	120%	112%	152%
Customers goes up	100%	120%	120%	112%	152%
Rent-Days goes up	100%	120%	120%	112%	152%

**Combined strategy brings more than 50% of 2018 revenue and 2018 customers.**

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# Additional Strategies & Dashboard

## *Contact Information*

To find out more about additional strategies, that don't require extra budget or time; I can setup another meeting and provide information.

Excel Dashboard and other useful reports are also available, which can be extremely helpful for making decisions.

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