

# The Sunshine Seekers

Group 3 – Adam, Evan, Harry



# Client Profile

- ❑ Sisters Amy & Addy are both looking for an investment property
- ❑ Based in Georgia
- ❑ Love to vacation in Fort Lauderdale, Florida
- ❑ Tasked us with helping them locate profitable properties

*They love...*



Vitamin D



Return on  
Investment



Data Driven  
Decisions



# Goals



## “Seeking Sunshine”

Ft Lauderdale has 255 days of sunshine and average yearly temperature of 77 degrees Fahrenheit  
[link to data](#)



## “Accessibility”

Within 8 Hours from Valdosta, GA  
Walking & Bicycle from the Beach  
20 Minutes from a business District



## Mixed Property Use

Use 4 Weeks out of the year (8% of year)  
Rent for Income: Balance of the year



## Revenues and Costs

Want the property income to cover Majority (70%) of the total cost of owning the property

# Strategy

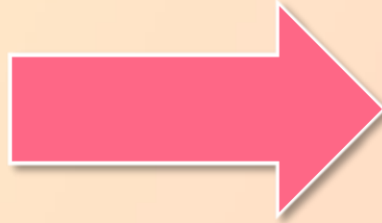
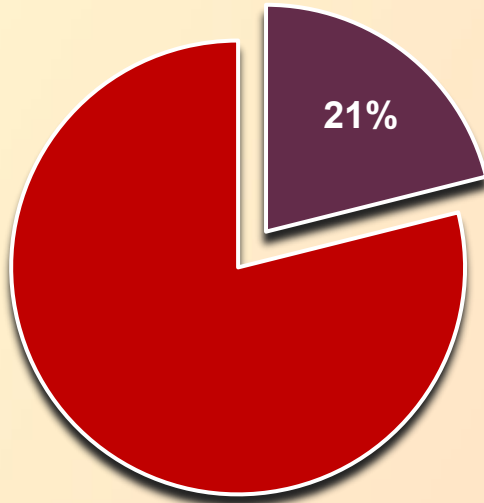




# Market Analysis

# Estimating Success

Days booked throughout the year

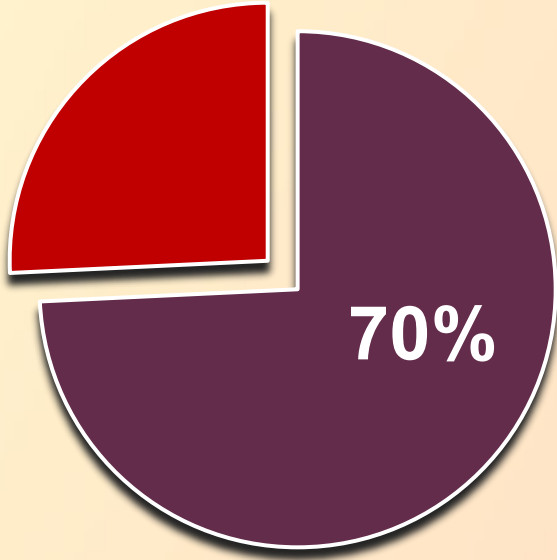


Annual Income

**\$21,560**

# Estimating Success pt. 2

Days booked throughout the year



Annual Income

**\$45,900**

# The Top Performers

## Money

Occupancy Rate (Days) ▾	Listings	Avg Price	Estimated Income
<1	835	\$427.09	\$0.00
1-31	861	\$308.64	\$4,307.88
31-61	508	\$20.85	\$10,023.27
61-91	377	\$32.87	\$17,582.37
91-121	268	\$16.50	\$22,905.94
121-151	234	\$52.25	\$34,060.10
151-181	180	\$208.59	\$34,142.17
181-211	122	\$196.34	\$38,356.79
211-241	95	\$195.23	\$44,116.88
241-271	392	\$169.12	\$42,905.97

## Amenities

Avg Bath	Avg Bedrooms	Avg Beds	Avg Accommodates
1.81	2.07	2.86	5.37
1.73	2.09	2.88	5.29
1.65	2.10	2.88	5.16
1.69	2.17	2.97	5.27
1.73	2.23	2.92	5.22
1.68	2.18	2.84	5.21
1.71	2.27	3.17	5.64
1.67	2.34	3.12	5.55
1.72	2.21	2.94	4.95
1.57	2.02	2.59	4.62

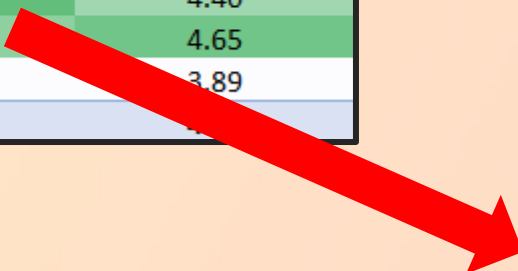
Income

Price



# Most Valuable Home Type

Home Type	Listings	Avg Price	Avg Review Scores
Entire home/apt	3459	\$283.25	4.73
Hotel room	14	\$340.71	4.40
Private room	389	\$258.85	4.65
Shared room	10	\$51.80	3.89
<b>Grand Total</b>	<b>3872</b>	<b>\$280.41</b>	

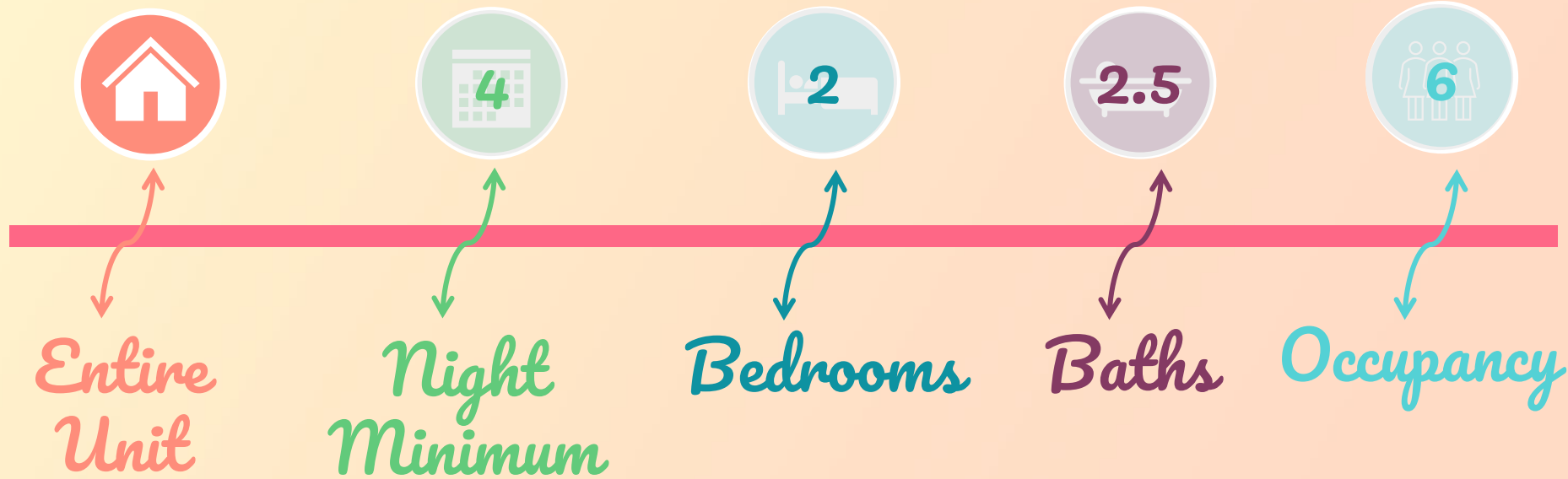


Property Type	Listings	Occupancy Rate	Estimated Income
Entire home	1023	21.10%	\$22,676.73
Entire rental unit	945	16.34%	\$6,942.55
<b>Grand Total</b>	<b>1968</b>	<b>18.82%</b>	<b>\$15,121.45</b>

# *Finances*



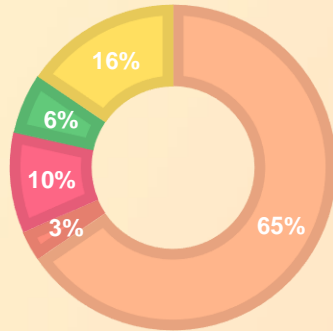
# Most Valuable Property



# Calculating Net Income

## Nightly Fees

- Net Income
- Airbnb Flat Fee
- County Tax
- State Tax
- Cleaning Est.



## Annual Income

[Revenue – Fees]

Net Income

\$32,589

Total Revenue

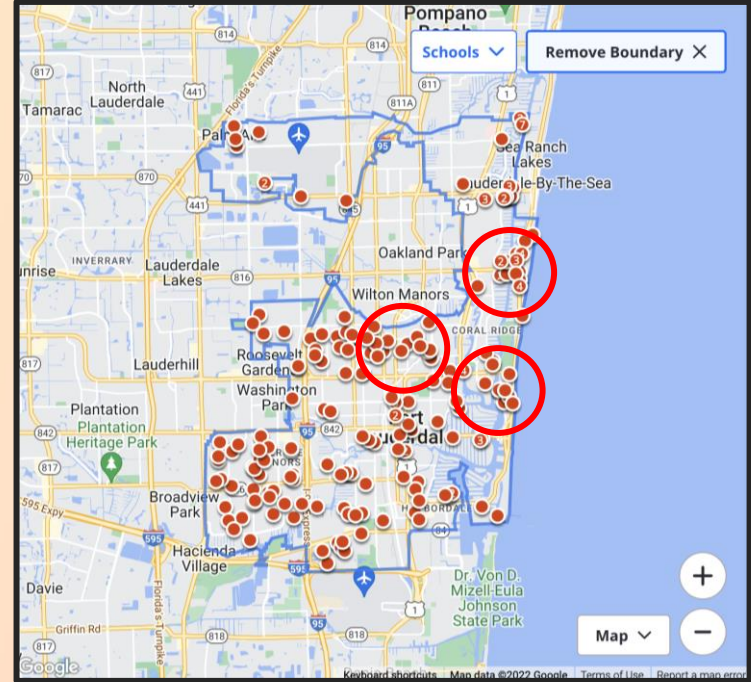
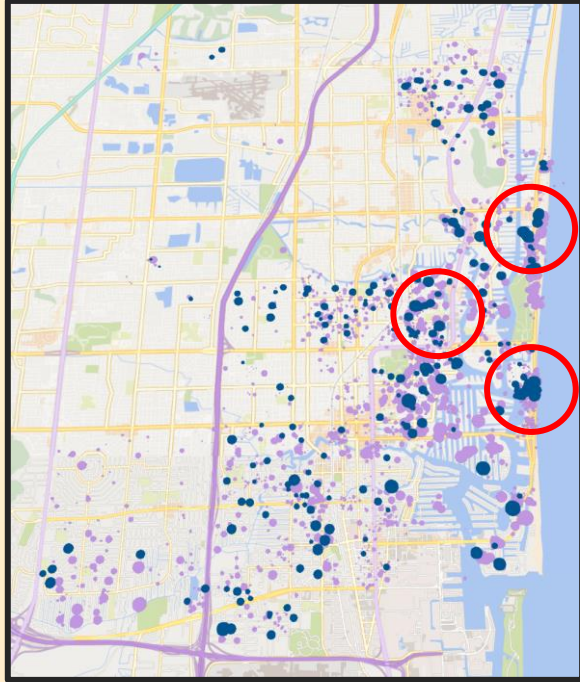
\$45,900



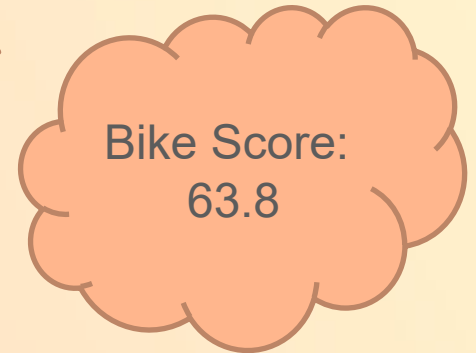
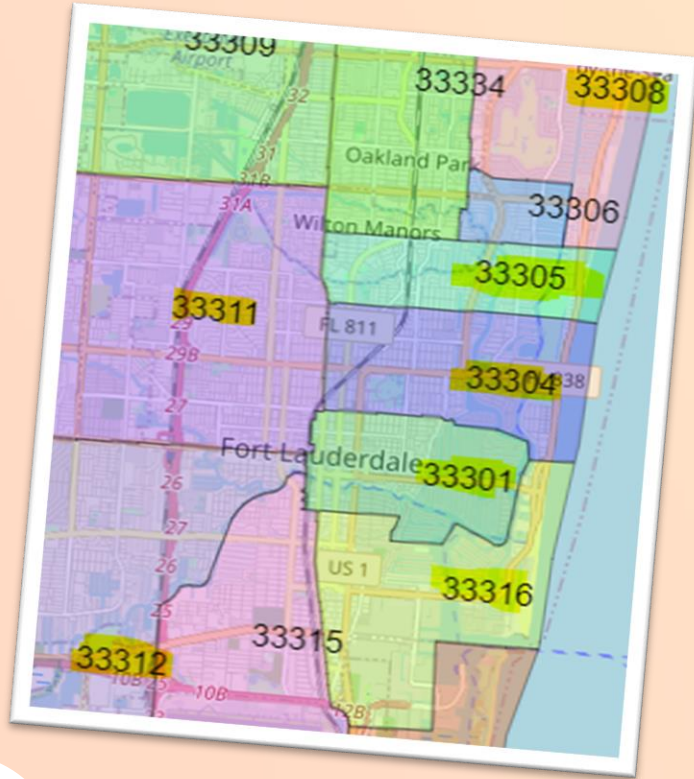
# Home Selection



# Best Neighborhoods



# Neighborhoods





# Your Future Beach Paradise



Walk to the beach!  
See the sights!  
Get some sun!



Close to the bars!  
Night on the town!  
Summer getaway!



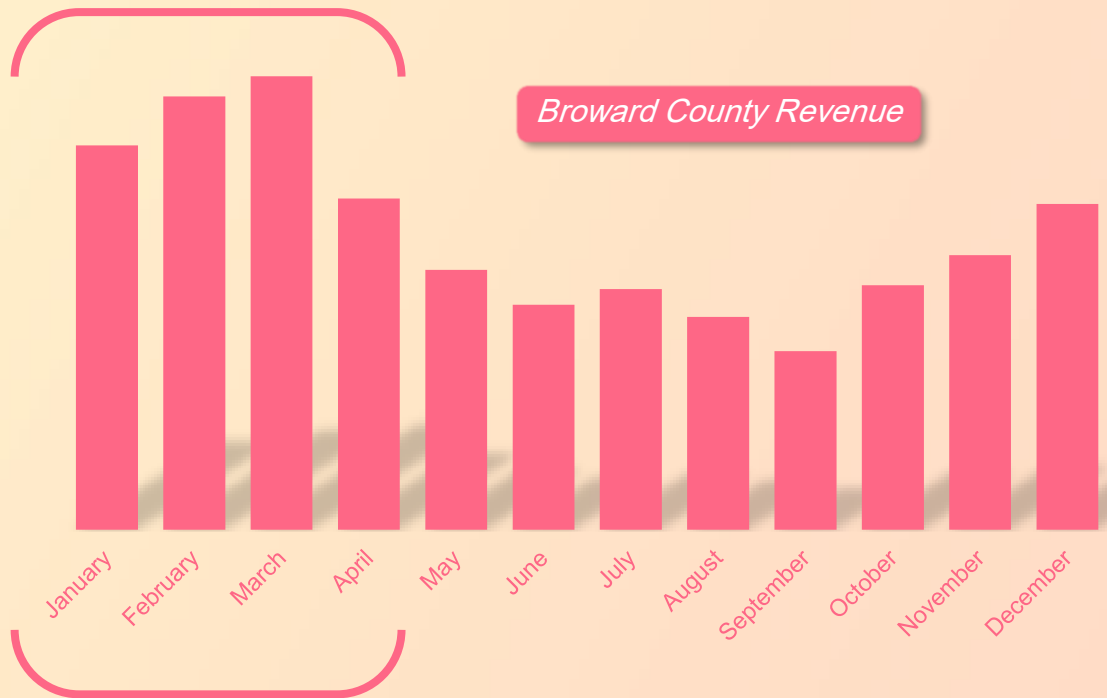


# *Tips on Optimization*

# Seasonality



To maximize **profits** make sure your rental is available during busy season!



# Airbnb Text Analysis

Property Key Words

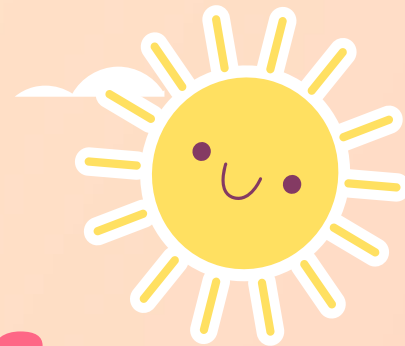


Amenities



Most Popular Description





# Thanks!

This full presentation has been emailed to you. Please reach out to [airbnb@analytics.com](mailto:airbnb@analytics.com) with any questions or comments.



# APPENDIX

## For Consideration

- Which datasets have you selected? Where is it sourced from? (website url, etc.)
- • Which columns or calculations do you expect to provide key insights for the analysis?
- Profile each dataset that you plan to include in the analysis listing its general attributes (size, range, descriptive statistics, as appropriate).
- Secure secondary data to expand the support for the analysis.
- Create a data dictionary for your selected data. Note any columns to be excluded.

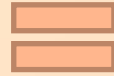


# Calculating Revenue

270



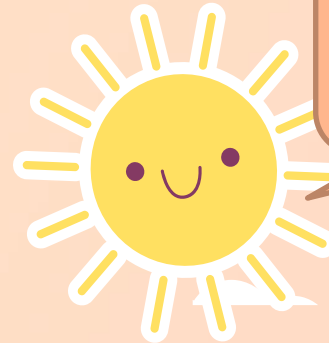
\$170



Est Total \$45,900

Occupancy  
Rate

Nightly  
Price



The home type you  
are looking for  
averages 72  
bookings per year!



# Budget

Total \$45,900

Yearly	\$ 40,000	\$ 50,000	\$ 60,000	\$ 70,000	\$ 80,000
Monthly	\$ 3,333	\$ 4,167	\$ 5,000	\$ 5,833	\$ 6,667
Cost Coverage	61%	77%	92%	107%	123%

RANGE - COST COVERAGE



# Resources

Did you like the resources on this template? Get them for free at our other websites:

## Icons

- Icon Pack: Marketing

## Photos

- People working together in a startup company
- Young employees analyzing writings on notebook near workplace

- Beautiful women working together in a startup company
- Medium shot colleagues celebrating
- Portrait of a young businesswoman holding eyeglasses in hand against gray backdrop

## Vectors

- Flat design of florida stickers
- Flat design of florida stickers II
- Flat design of florida stickers III

# Fort Lauderdale Taxes and Fees Schedule

Fort Lauderdale Short Term Rental Fee Assessments	Yearly
Vacation Rental Fee Schedule	
Vacation Rental Registration Fee (Up to 4 units under the same roof. This fee includes the first 2 inspections)	\$350.00
Non-Owner Occupied Vacation Rental Renewal Registration Fee	\$160.00
Owner Occupied Vacation Rental Renewal Registration Fee	\$80.00
Safety Inspection, Re-Inspection and No-Show Inspection (Assessed for each additional inspection)	\$75.00
Late Registration Payment Fee	\$75.00
Transfer Rental Agent Fee (Responsible party only)	\$35.00
Business Tax License Fee (Prorated: October 1st – March 31st)	\$157.50
Business Tax License Fee (Prorated: April 1st – June 30th)	\$78.75
Business Tax License Fee (Prorated: July 1st – September 30th)	\$236.25
<u>A Broward County Tourist Development Tax of 6% of the listing price is charged for any reservations under 182 nights.</u>	
<u>Florida Transient Rental Tax of 6% of the listing price is charged on reservations under 182 nights.</u>	
<u>Florida Discretionary Sales Surtax of 0.5%-1.5% of the listing price may occur and varies by county. For detailed information, visit the Florida Dept. of Revenue website.</u>	
County Tourist Development Taxes collected by the state in the amount of 2-5% of the listing price of a reservation under 182 nights will also be applied in the following counties:	

<https://www.getchalet.com/rental-regulations/broward-county-fl-rental-regulations>

# Data Cleanse for Text Data

Link to Documents: [https://1drv.ms/x/s!AoQa3JuaWh4rgW54kFCbaGoSrk\\_B?e=Ss0POV](https://1drv.ms/x/s!AoQa3JuaWh4rgW54kFCbaGoSrk_B?e=Ss0POV)

Links to methods and Word Cloud generator

<https://www.youtube.com/watch?v=WTxAP0PL1sc&t=153s>

<https://monkeylearn.com/word-cloud/result>

Field	Data Type	Notes	Action to Take	Result
e.g., Accident_Index	Alphanumeric	Unique identifier for each record.	Check for and handle duplicates.	Removed duplicates so only unique accident records remain.
Field	Data Type	Notes	Action to Take	G
For Description, Property Name, Amenities columns	Text	Video to Highlight Steps Taken for Text Analysis:	Copy data to fresh sheet, named Amen. In B2, use function A1&" "A2 to concat cells by space delimiter. Then Used B1&" "&A2 to continue to concatenate. Populated function till the end of column.	Output was single cell paragraph with text from all 16k rows. In word, used find and replace to eliminate all special characters. Then pasted into Monkeylearn wordcloud to generate image with most popular key words
				<a href="https://www.youtube.com/watch?v=WTxAP0PL1sc&amp;t=153s">https://www.youtube.com/watch?v=WTxAP0PL1sc&amp;t=153s</a>
				<a href="https://monkeylearn.com/word-cloud/result">https://monkeylearn.com/word-cloud/result</a>
Word Document	Text		Found and Replaces special characters: [...!&-?&\$*%&@<>]	
Word Document	Text		Replaced br with bedroom	
Other Considerations				
Spanish Language				
Lots of Spelling Errors				
Consider key word search as better gauge				
Limits of Excel Cells is 32,767 characters and does not capture the entire dataset				

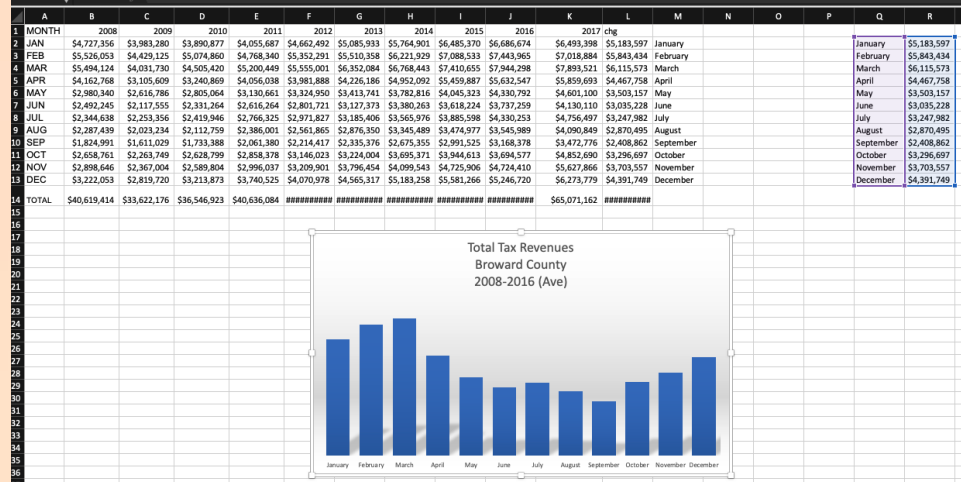
Slide	Slide Name/Subject	Message to Convey (what's the point)	What's Needed	Who is populating
1	Client Review - Personal	Basic demo and background	Trim it down	harry
2	Client Review - requirements	Client Scenario	Migrate to power point	Harry
3	Summary Slide –	Rental Ops (Airbnb) What we can Finance Cost of Property Example Properties	Nice clean bullets	Harry
4	Data Introduction	What data are we introducing? Data Profile - Airbnb data - Housing and Financing - Walkscore - Discuss others and their relevance	Need definitions (text & Logo) of what we used and why	Everyone
5	What is the data is saying	- Data is saying high frequency, generates most revenue	Pivot Table	Evan
6	What is the data is saying	Describe the most valuable home type	Chose any good graph type	Evan
7	What is the data is saying	Neighborhoods to focus on	Need to make sure that neighborhoods meet walking/cycling criteria	Evan/Adam
8	What can we afford	Look at property costs – home buying costs HM will help define financial limits Things to consider around investment restrictions	Donut charts on costs and affordability	Harry/Adam
9	3 Properties to choose from	- Just show decent examples from top 3 neighborhoods	Just comp 3 houses. Idea -	Adam
10	How to Operate Slide	How to Generate Revenues: Amenities, Host profile, response time. Response Time.	Misc graphs and charts	Everyone (save this for last)
11	Conclusion	Some type of summary slide? How to chose a property, rev estimates vs costs to own (from the deck)		(save for last)

# Seasonal Tax Data Info

- [https://assets.simpleviewcms.com/simpleview/image/upload/v1/clients/ftlauderdale/17TOURTXCOLLECTIONS\\_5\\_e4f4f8e2-ce04-4925-88cf-f101248b3525.pdf](https://assets.simpleviewcms.com/simpleview/image/upload/v1/clients/ftlauderdale/17TOURTXCOLLECTIONS_5_e4f4f8e2-ce04-4925-88cf-f101248b3525.pdf)
- Converted and delimited in excel, averaged each month across all years, bar charted for monthly seasonality

**GREATER FORT LAUDERDALE  
TOTAL TOURIST TAX COLLECTIONS**

MONTH	2008	2009	2010	2011	2012	2013	2014	2015	2016	% chg		
JAN	\$4,727,356	\$3,983,280	\$3,890,877	\$4,055,687	\$4,662,492	\$5,085,933	\$5,764,901	\$6,485,370	\$6,686,674	\$6,493,398	-2.9%	
FEB	\$5,526,053	\$4,429,125	\$5,074,860	\$4,768,340	\$5,352,291	\$5,510,358	\$6,221,929	\$7,088,533	\$7,443,965	\$7,018,884	-5.7%	
MAR	\$5,494,124	\$4,031,730	\$4,505,420	\$5,200,449	\$5,555,001	\$6,352,084	\$7,410,655	\$7,944,298	\$7,893,521	\$6,115,573	March	\$6,115,573
APR	\$4,162,768	\$3,105,609	\$3,240,869	\$4,056,038	\$3,981,888	\$4,226,186	\$4,952,092	\$5,459,887	\$5,632,547	\$5,859,693	April	\$4,467,758
MAY	\$2,980,340	\$2,616,786	\$2,805,064	\$3,130,661	\$3,324,950	\$3,413,741	\$3,782,816	\$4,045,323	\$4,330,792	\$4,601,100	May	\$3,503,157
JUN	\$2,492,245	\$2,117,555	\$2,331,264	\$2,616,264	\$2,801,721	\$3,127,373	\$3,380,263	\$3,618,224	\$3,737,259	\$4,130,110	June	\$3,035,228
JUL	\$2,344,638	\$2,253,356	\$2,419,946	\$2,766,325	\$2,971,827	\$3,185,406	\$3,565,976	\$3,885,598	\$4,330,253	\$4,756,497	July	\$3,247,982
AUG	\$2,287,439	\$2,023,234	\$2,112,759	\$2,386,001	\$2,561,865	\$2,876,350	\$3,345,489	\$3,474,977	\$3,545,989	\$4,090,849	August	\$2,870,495
SEP	\$1,824,991	\$1,611,029	\$1,793,388	\$2,061,380	\$2,214,417	\$2,335,376	\$2,675,355	\$2,991,525	\$3,168,378	\$3,472,776	September	\$2,408,862
OCT	\$2,658,761	\$2,263,749	\$2,628,799	\$2,858,378	\$3,146,023	\$3,224,004	\$3,695,371	\$3,944,613	\$3,694,577	\$4,852,690	October	\$3,296,697
NOV	\$2,898,646	\$2,367,004	\$2,589,804	\$2,996,037	\$3,209,901	\$3,796,544	\$4,099,543	\$4,725,906	\$4,724,410	\$5,627,866	November	\$3,703,557
DEC	\$3,222,053	\$2,819,720	\$3,213,873	\$3,740,525	\$4,070,978	\$4,565,317	\$5,183,258	\$5,581,266	\$5,246,720	\$6,273,779	December	\$4,391,749
TOTAL	\$40,619,414	\$33,622,176	\$36,546,923	\$40,636,084	\$43,853,354	\$47,696,582	\$53,435,436	\$58,711,876	\$60,485,862	\$65,071,162	7.8%	



Criteria		Grading Scale			
1. Problem Statement		Incomplete	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations
1.1 Clearly state the problem statement or goal of your analysis, including intended audience or industry.		0	1	2	3
<i>Instructor comments:</i>					
1.2 Clearly define target metrics and/or success criteria		0	1	2	3
<i>Instructor comments:</i>					
1.3 Identify a valid, reliable, relevant dataset and confirm access		0	1	2	3
<i>Instructor comments:</i>					
2. Exploratory Analysis		Incomplete	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations
2.1 Create or include a data dictionary		0	1	2	3
<i>Instructor comments:</i>					
2.2 Create and summarize data segments		0	1	2	3
<i>Instructor comments:</i>					
2.3 Include comments explaining your logic for your data retrieval.		0	1	2	3
<i>Instructor comments:</i>					
3. Presentation		Incomplete	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations
2.1 Summary of goals, criteria, and audience		0	1	2	3
<i>Instructor comments:</i>					
2.2 Summary of data used, with basic statistics and outliers		0	1	2	3
<i>Instructor comments:</i>					
2.5 Orderly or structured approach to investigating the data		0	1	2	3
<i>Instructor comments:</i>					
2.4 Discussion of relevant segments or outputs		0	1	2	3
<i>Instructor comments:</i>					
2.5 Summary of data analysis and findings		0	1	2	3
<i>Instructor comments:</i>					
2.6 Recommendations and action items based on outcomes.		0	1	2	3
<i>Instructor comments:</i>					
2.7 Presentation of limitations and assumptions.		0	1	2	3
<i>Instructor comments:</i>					
2.8 Identification of follow-up problems and future questions.		0	1	2	3
<i>Instructor comments:</i>					
2.9 Include relevant data visualizations to illustrate your findings		0	1	2	3
<i>Instructor comments:</i>					
2.10 Presentation is organized, tells a coherent story, and is delivered within time limits.		0	1	2	3
<i>Instructor comments:</i>					
2.11 Consistent use of fonts, sizes, labels for charts and graphs		0	1	2	3

# Analyzing the Listings



X%

Response Time

XXXXX



X%

Amenities

XXXXX



80%

Pool or Hot  
Tub

XXXXX



# Data Introduction

**The Main Data Set** - Detailed host, listing, property, and review data scrapped from Inside Airbnb ranging as early as 2011.

**Walk-Score Data Set** – The walkability of a neighborhood

**Housing + Finance Data Set** - We compared average local and national rates to determine the rough cost of purchasing a home

**Redfin Listings Data Set** - Shows all home listings in Fort Lauderdale

