Total_revenue by Car Type
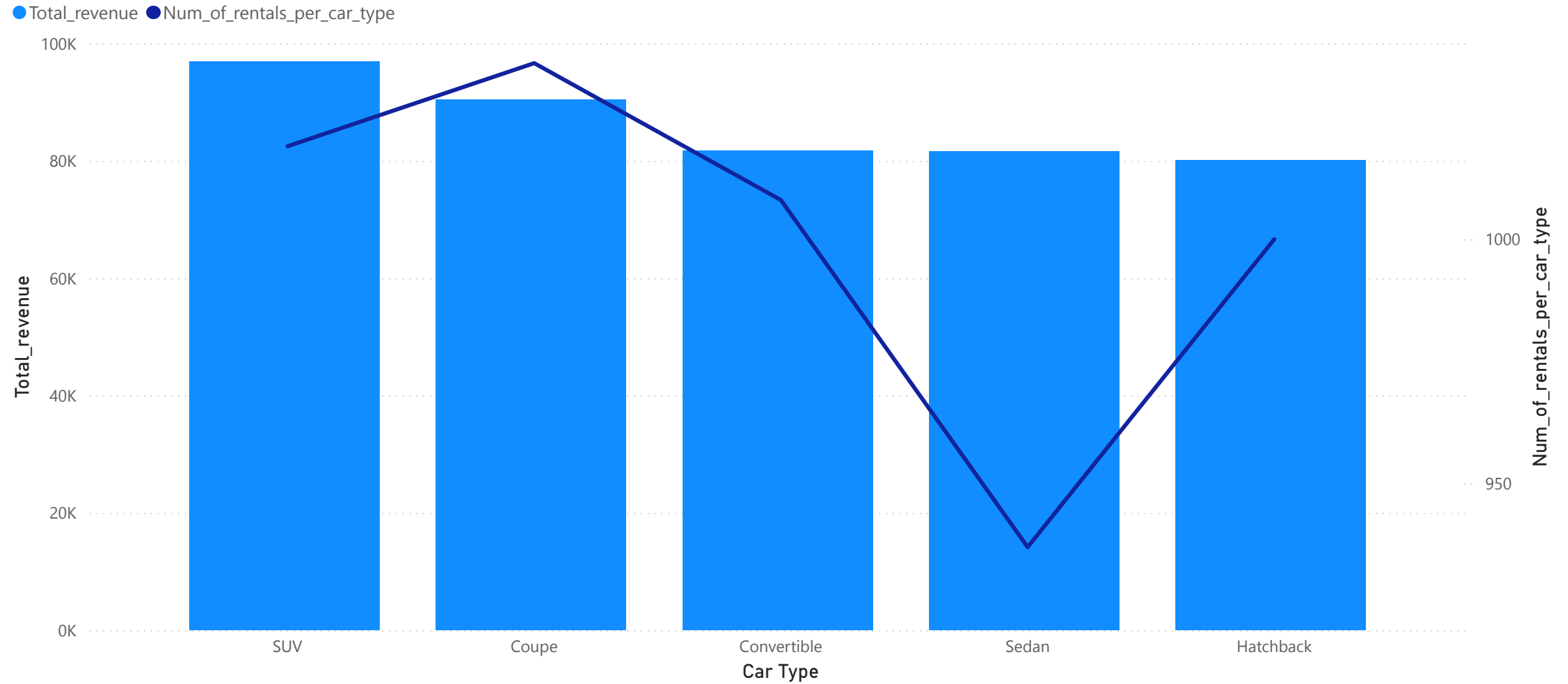

SUV contributes the most and Hatchback contributes the least to total revenue.

Total_revenue and Num_of_rentals_per_car_type by Car Type

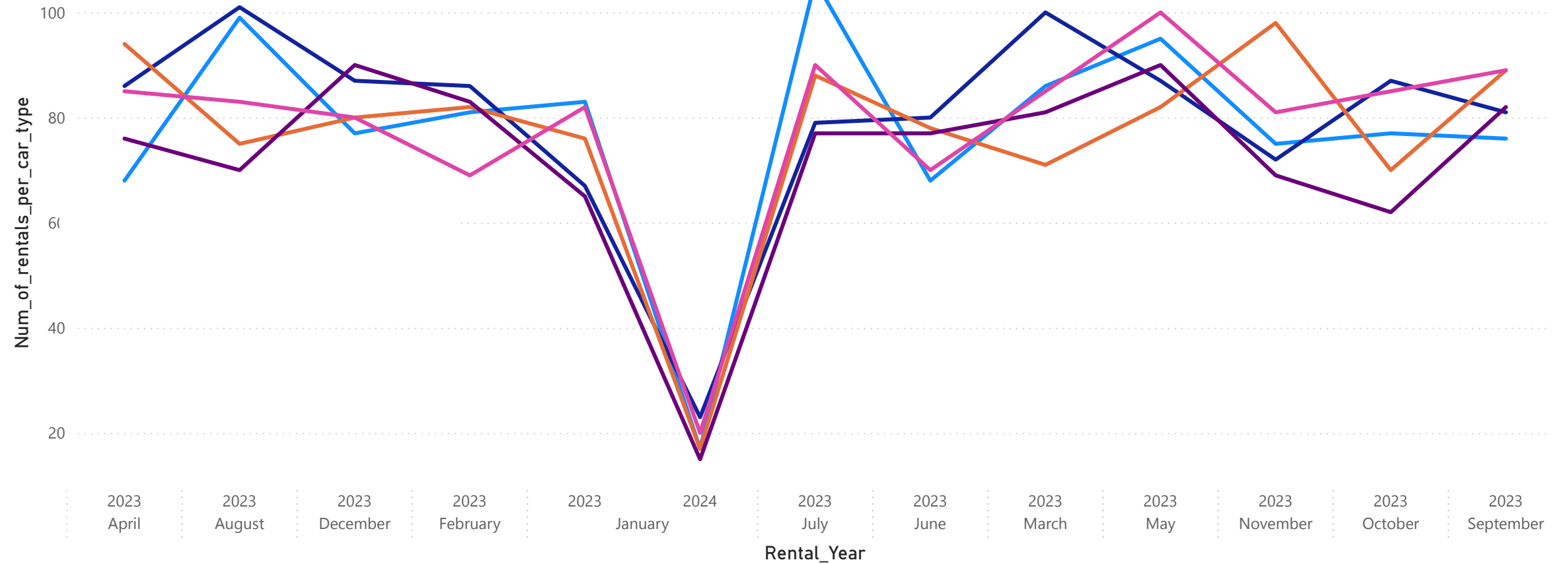● Total_revenue ● Num_of_rentals_per_car_type

We note that the most popular car type (Coupe) is not the highest revenue generator.

Num_of_rentals_per_car_type and Sum of Rental_Year by Rental_Month, Rental_Year and Car Type

Car Type ● Convertible ● Coupe ● Hatchback ● Sedan ● SUV

Popularity of car types do not seem to be specific to times of the year, contributing to seasonal variations in revenue.
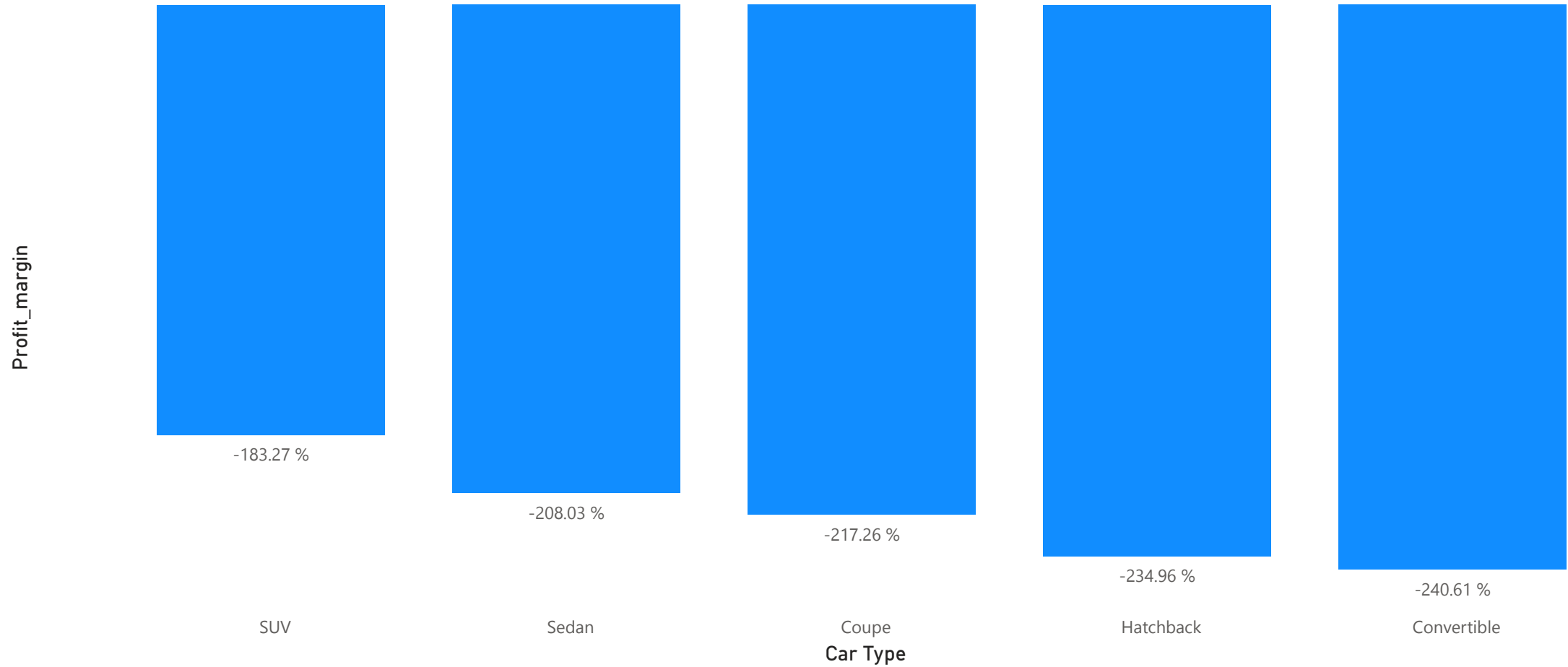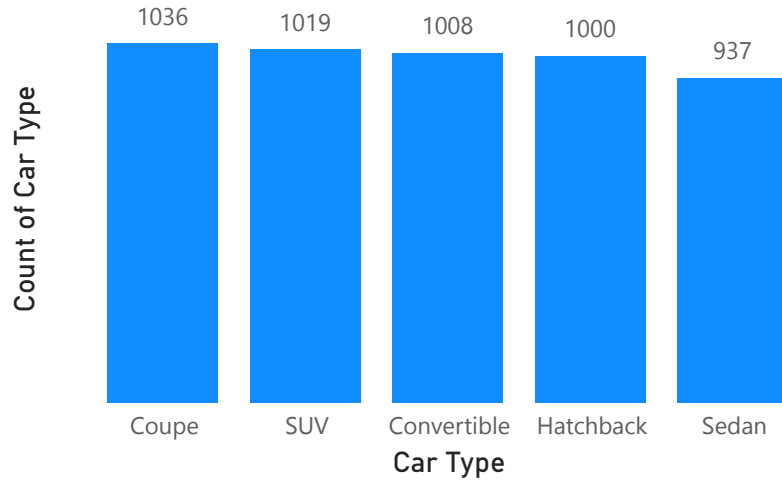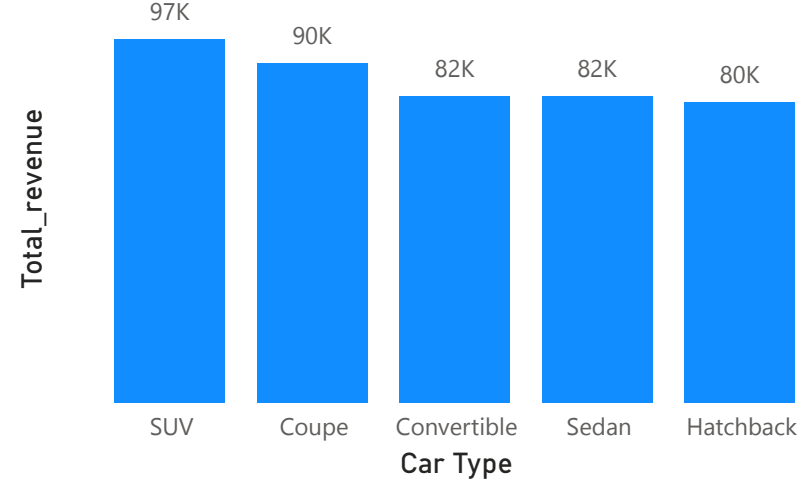
Profit_margin by Car Type

We notice that basically there is no profit but a major loss in all categories of car types. The highest loss is brought in by the car type convertible and the least by SUV.
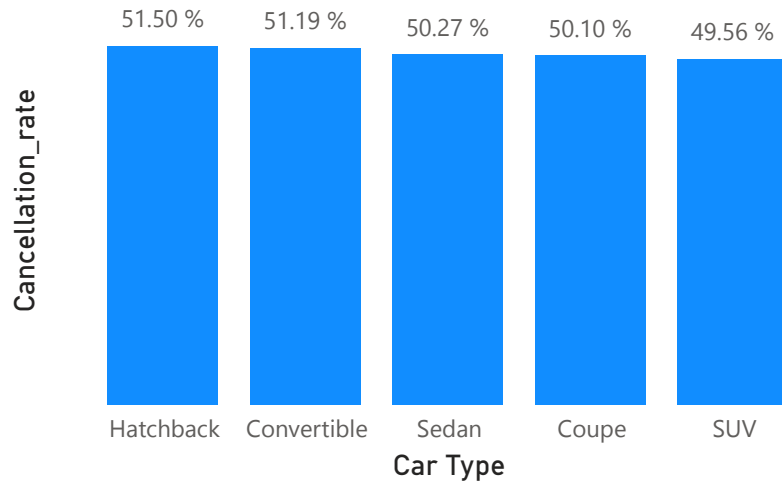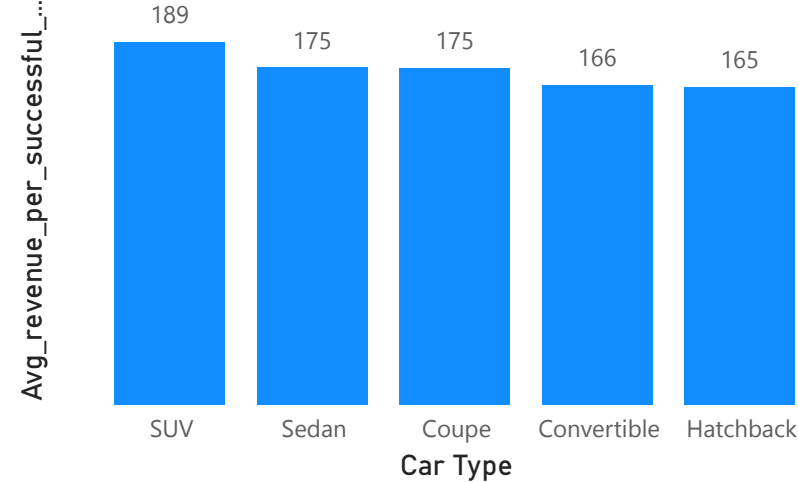
Count of Car Type by Car Type

Car Type	Count
Coupe	1036
SUV	1019
Convertible	1008
Hatchback	1000
Sedan	937

Total_revenue by Car Type

Car Type	Total_revenue
SUV	97K
Coupe	90K
Convertible	82K
Sedan	82K
Hatchback	80K

Cancellation_rate by Car Type

Car Type	Cancellation_rate
Hatchback	51.50 %
Convertible	51.19 %
Sedan	50.27 %
Coupe	50.10 %
SUV	49.56 %

Avg_revenue_per_successful_rent by Car Type

| Car Type	Avg_revenue_per_successful_...
SUV	189
Sedan	175
Coupe	175
Convertible	166
Hatchback	165

- Invest in SUV :
  - a. Have highest total revenue and highest average revenue per successful rental.
  - b. They also have the lowest cancellation rate as per the data.
  - c. Recommendation : Increase the number of SUVs in the fleet.
- Maintain Coupe Inventory :
  - a. They have descent total revenue and average revenue per successful rental.
  - b. Their cancellation rate is also not that high.
  - c. Recommendation : Maintain or slightly increase the Coupe inventory.
- Maintain Sedan Inventory :
  - a. Even though their total revenue is a bit low and is the least popular car type, their average revenue per successful rental is quite high.
  - b. Their cancellation rate is also decently low.
  - c. Recommendation : Maintain or slightly increase the Sedan inventory.
- Decrease investment in Convertible :
  - a. Even though they have a descent total revenue, their average revenue per successful rental is quite low.
  - b. Their cancellation rate is quite high.
  - c. Recommendation : Consider decreasing the number of convertibles in the fleet or at-least do not expand this category.
- Divest from Hatchback :
  - a. Even though they are decently popular, still they contribute the least to the total revenue and average revenue per successful rental.
  - b. Their cancellation rate is the highest.
  - c. Recommendation : Consider decreasing the number of hatchbacks in the fleet or decreasing them with popular ones like SUVs or Coupe.

Prediction of Popularity of Car Types for a Month
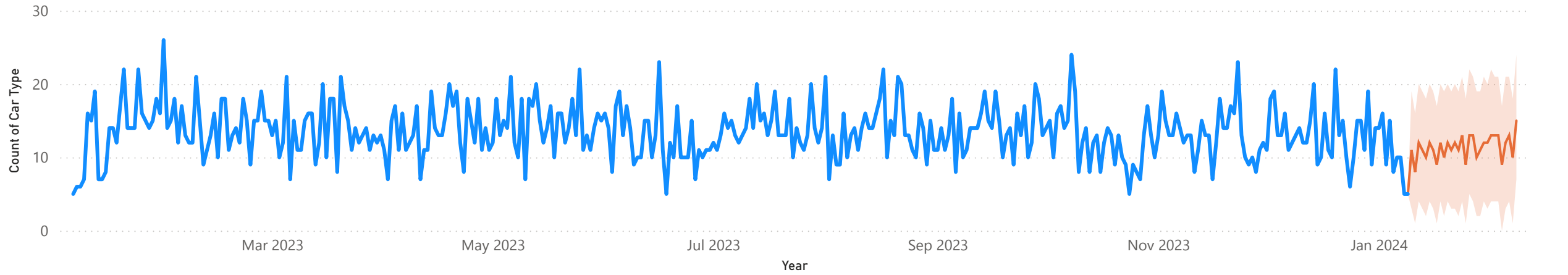
Total Revenue Forecast for a Month
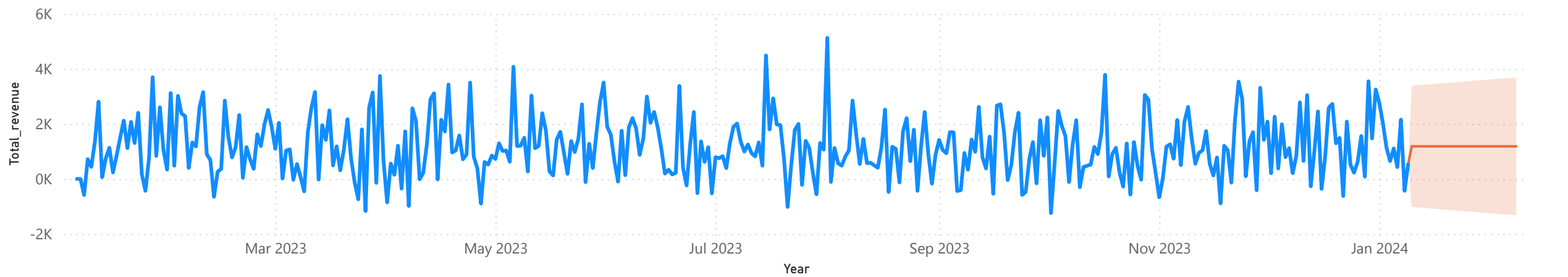
- The first forecast shows that the popularity of the cars seem to be maintained. This is predicted with a 95% confidence interval.
- The second forecast doesn't give a proper estimate of the revenue. Seems we need more data to forecast on revenue.