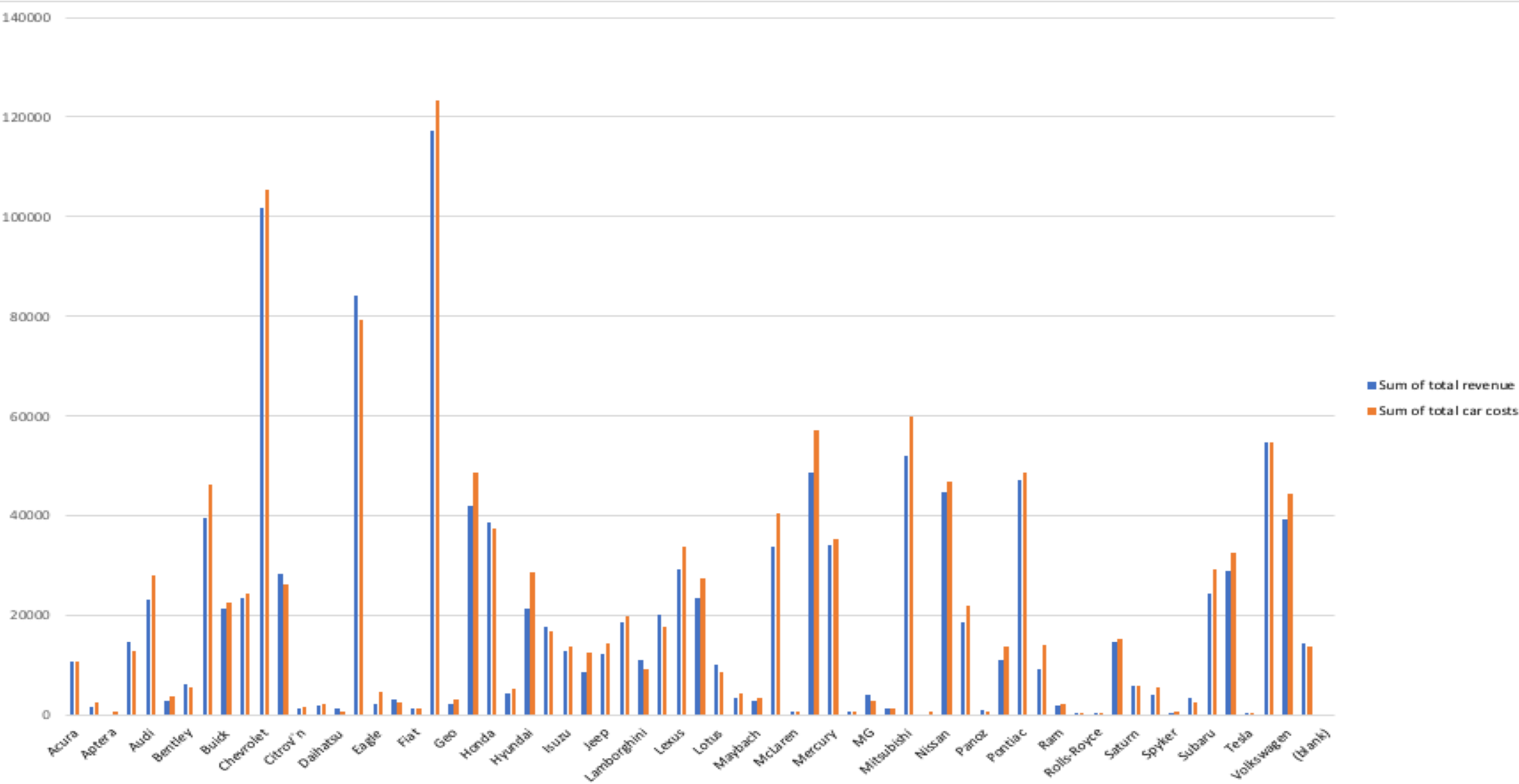


# LARIAT

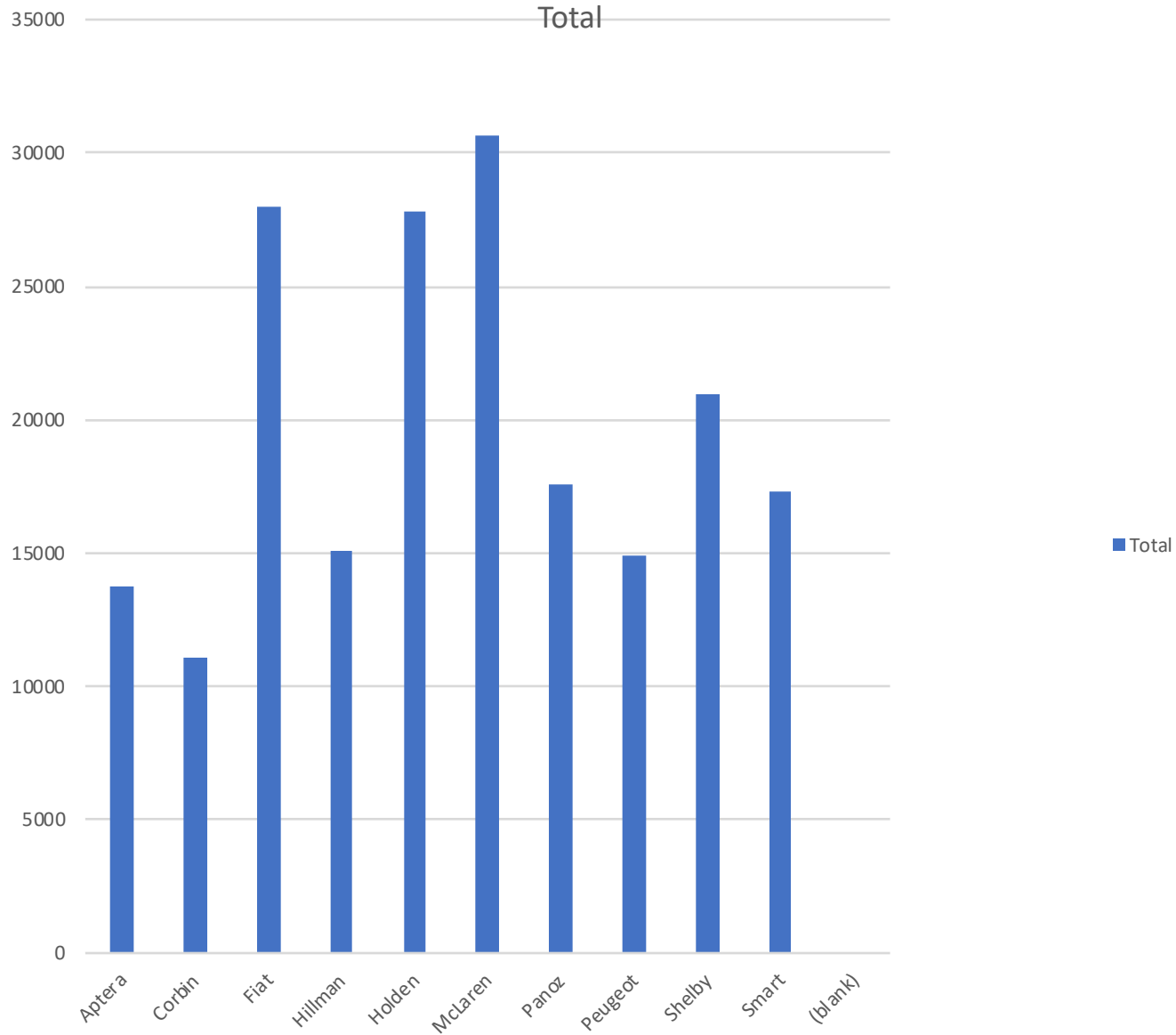
## In This Presentation:

- An analytical view of inventory and revenue vs. costs
- Strategic prediction based on the removal of low profit vehicles
- Strategic prediction based on raising the daily rental rate
- Recommendation based on the analytical critique of strategies

# A Current Look at Inventory by Make; Costs vs. Revenue

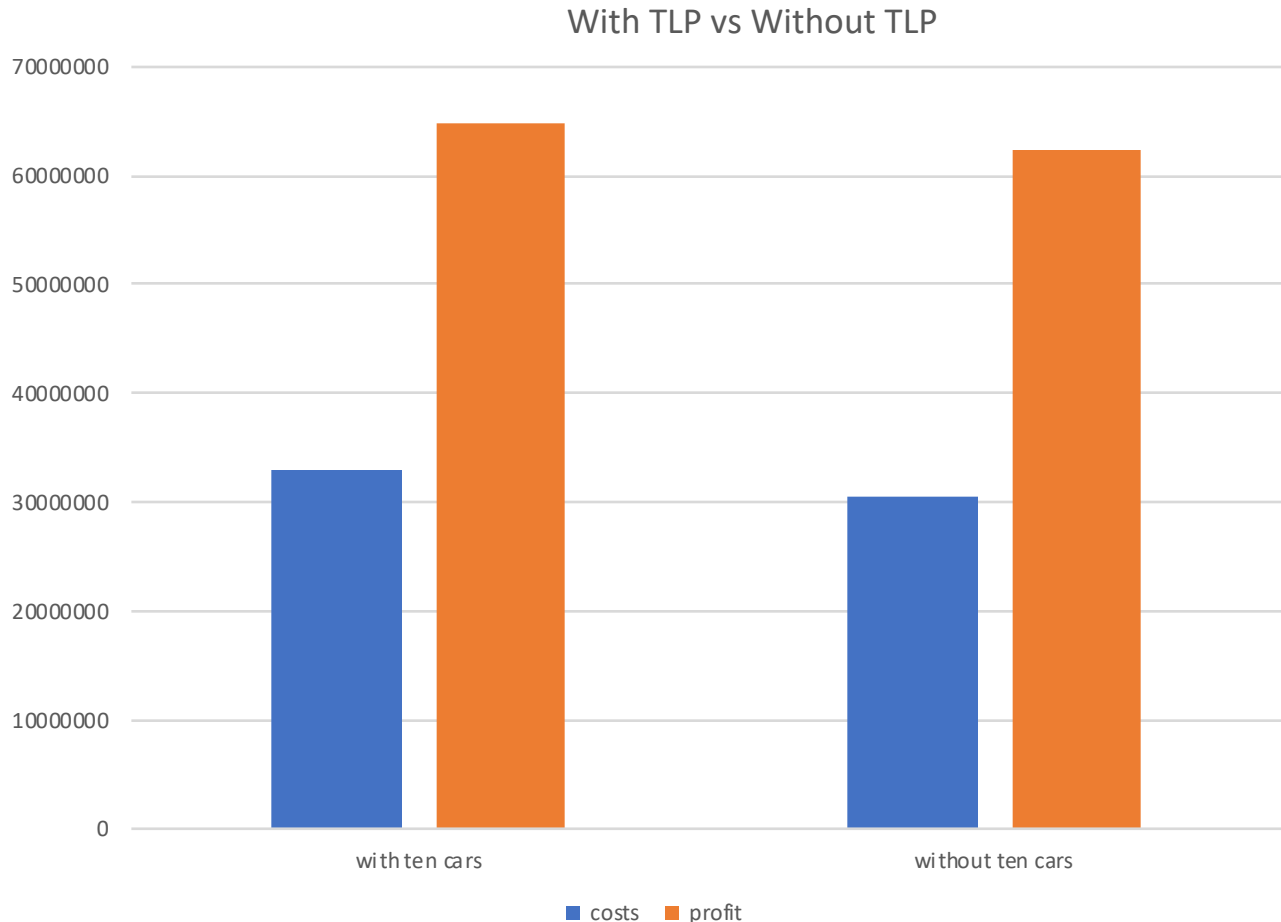
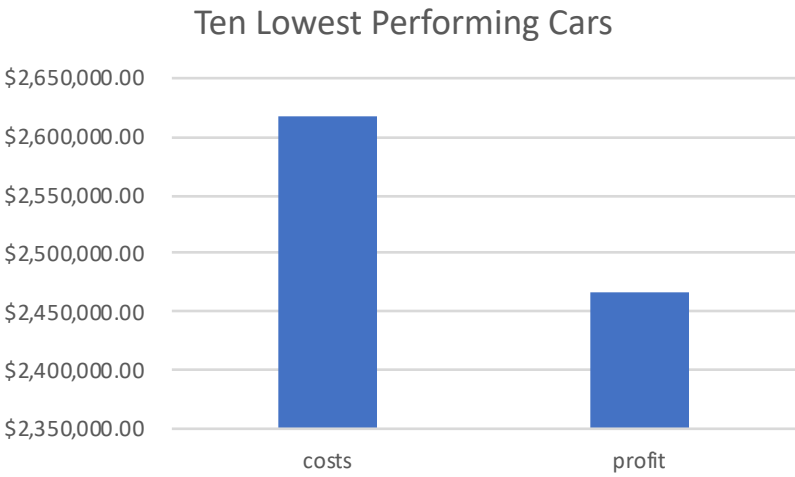


## Strategy 1: Eliminate Vehicles with Low Profitability

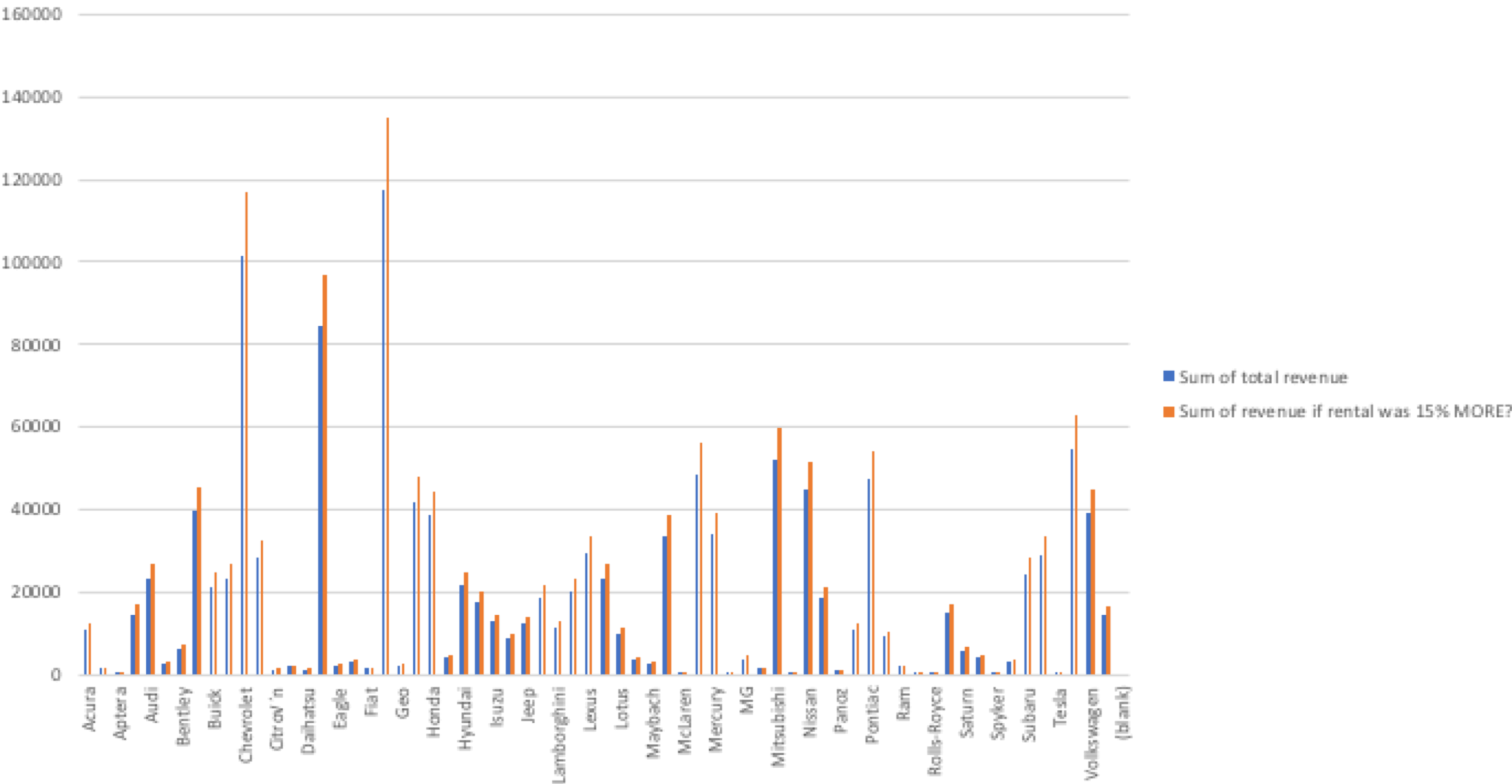


- Ten least profitable cars in fleet
- 70% of these cars are costing more

# What would happen if we eliminated these cars from the fleet?



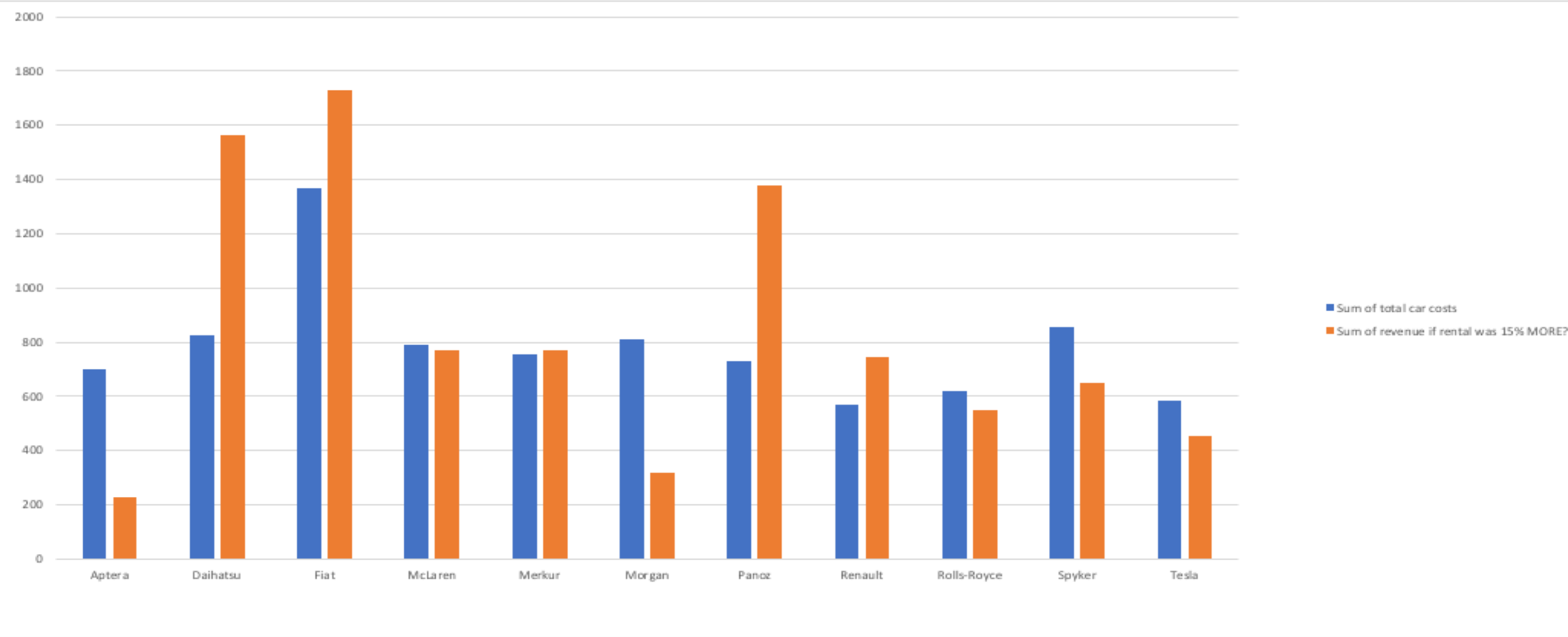
# Strategy 2: Increase the daily rental price by 15%



# A Closer Look At Vehicle Performance Changes

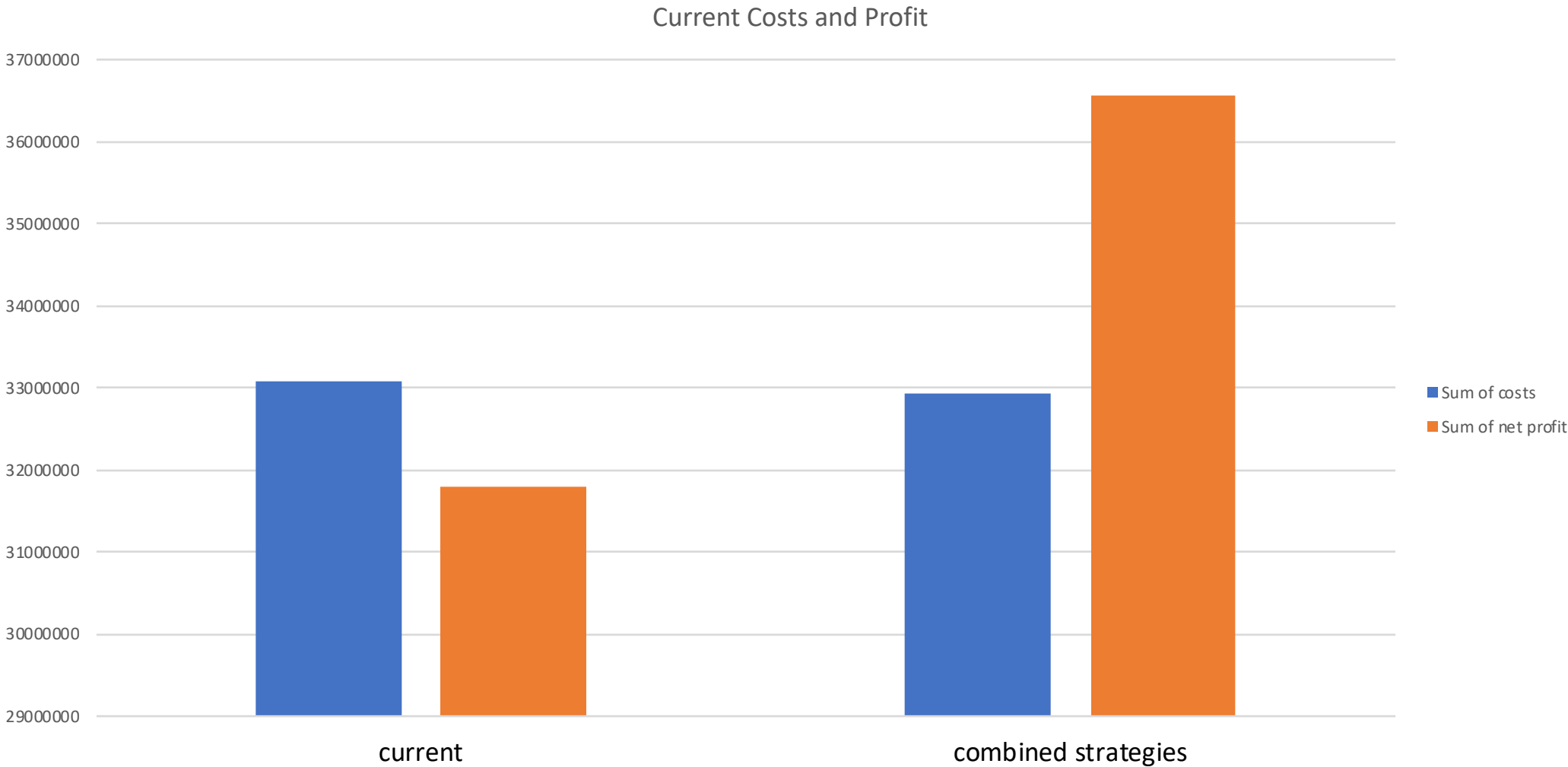
## New List

**Aptera**, Citrovn, Daihatsu, **McLaren**, Merkur, Morgan, **Panoz**, Renault, Rolls Royce, Spyker, Tesla



# Analytic Recommendation

Based on the analysis of the limited data given, it is highly recommended to combine the two strategies. Lariat should raise the daily rental price by 15% and eliminate the 6 vehicles with negative financial performances.



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Thank you for taking the time to receive my presentation.

For your convenience, I have included a link to the Excel dashboard and this Power Point presentation in the notes.