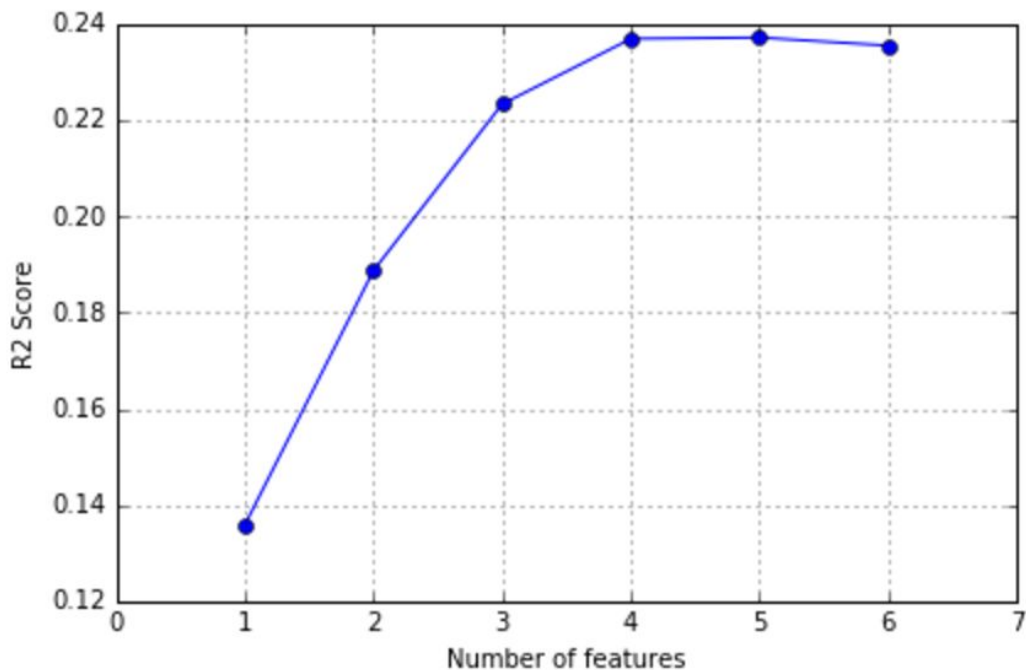# Turo DS

...

Part 1: Which factors seem to be most important in driving total # of reservations for our vehicles?

The features that are most important, ranked in order of importance are:

1. actual_price: actual daily price for vehicle (owners are able to set whatever price they want)
2. recommended_price: appropriate "market" price for the vehicle, based on our analysis
3. num_images: number of photos of the car
4. technology: 0 if none, 1 if yes (technology that is installed in vehicles that makes them "instantly bookable" and unlockable with mobile phone)
5. description: number of characters of the car description inputted by the owner
6. street_parking: 0 no, 1 yes

The top 4 features drive user decisions to book cars:

As we can see here, the top 4 features

- actual_price
- recommended_price
- num_images
- technology

reflect user behavior in driving car rentals most accurately while the last 2 features do not contribute as much.

- street_parked
- description

Part 2: How does the car's technology type seem to affect reservations?

The remote unlockable and instantly bookable feature is one customers look for when making reservations of the 'hourly' type. However, for cars that do not have this feature, it doesn't seem to affect bookings numbers.