



WHERE TO OPEN A NEW RENTAL CAR BUSINESS IN VIENNA

My Capstone Project



Introduction

- Before investing into a new business, it is important to know where it should be opened.
- Tourism has a great effect on car rentals, that is why new offices should be in popular destinations.
- This presentation shows a recommendation for a new Vienna office.

A red toy car is positioned on a map. A red circle is drawn around the car. The map shows various geographical features and labels, including 'Mescal' at the top and 'Lobo' at the bottom left.

Data acquisition and cleaning

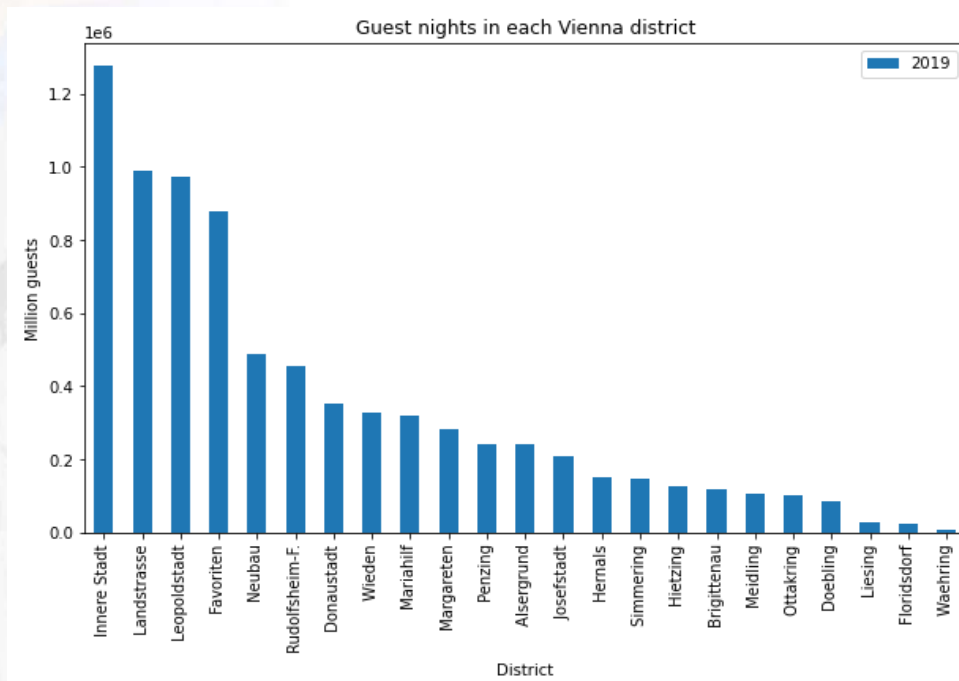
- Guest arrivals in Vienna
(<https://www.wien.gv.at/statistik/wirtschaft/tabellen/ankuenfte-bezirk-zr.html>)
- The coordinates for Vienna districts in CSV
- The list of car rentals in the city from Foursquare



Data acquisition and cleaning

- Cleaning of the information with focus on the year 2019,
- Reduced the data for the 5 most visited districts,
- Listed the companies in a radius of 2 km around the district centers,
- Removed the car sharing companies from the results.

Guest nights in each Vienna district



A red toy car is positioned on a map of Mexico. The map shows a road winding through a landscape with mountains and a body of water. The word "Mescal" is visible on the map. The car is a red pickup truck with a blue stripe on the side. It is positioned on a road that curves around a body of water. The map is a stylized representation of a region in Mexico, with various geographical features and place names. The car is a small, detailed model, likely a Hot Wheels or similar brand. The overall scene suggests a journey or exploration in Mexico.



A red vintage car is shown on a map, with a red circular highlight around it. The map shows streets and landmarks, with the word "Place" visible. The background of the slide is a solid blue color.

Conclusion and Recommendation

- From the 5 chosen districts in Leopoldstadt there are no rental offices at the moment.
- Since Leopoldstadt is Nr. 3 in the ranking of most guest nights (almost a million nights per year), my recommendation is to open a new office in the district.



Disclaimer

The solution for the problem is not covering all the aspects of a real business decision. Because of that, the use of the information is not recommended without further investigations.