# Turo ROI Calculator

Lets say you had some money lying around and you wanted to spend it on a car in hopes of renting it out on Turo to make some easy money on the side. What kind of car would you get? Would you pay cash? Finance it? Could your Turo money pay for the monthly payment of the car so you essentially get it for free? How much could you expect to make?

With all these questions swirling around my head I decided I would get some answers. For every question there is an answer and I was determined to find out what it was. Essentially I wanted to learn which car on Turo is the best bang for your buck. Which car has the greatest ROI.

Early on in my search I found a great resource from Turo called their “Carculator”. It is an interactive page that lets you input data about the car you want to rent out and it will tell you what you can expect to make from it each month. Now if only I could collect this information on every single car I would be easily able to sort the list and figure out which one is the best.

The only problem with this is I didn’t want to do this all by hand. With over 1000 different Year / Make / Model combinations I decided right off the bat I had to automate my data collection and analysis. In order to do this I broke the project down into 3 steps.

Step 1 is creating a Year / Make / Model list.

Step 2 is pulling data for every year, make and model from the Turo “Carculator”.

Step 3 is analyzing the data to find out which cars would be the best investment.

Lets begin.

## Step 1: Collect Data on Years, Makes, and Models

One problem I encountered early on in trying to collect data for all Turo cars is the fact that I don't know every make, model and year combination I should search for on Turo.

Now, sure, I could do some digging on Google to find out every make and every model car that was produced in every year but the few Google searches I did try didn't return anything useful. Plus that would be a very inefficient way of searching Turo. I would get a ton of errors coming back because obviously not every make or model in every year is going to be up on Turo right now.

I'm assuming that Turo is only going to return me “Carculator” data on cars that they have actually rented out in the past... so, for example, even though Vanderhall makes a neat little car... nobody has one.. like no one at all. And they aren't being rented out on Turo so theres likely no data for that one. Makes sense. Theres gotta be a smarter way to approach the problem. The goal here is to create a list of all makes, models, and years that Turo has data on, so lets check out their actual “Carculator” page.

If we head over to the Turo site we can notice some things right away. Not every make of car is available in every year. And further we can see that not every model is available for every make each year. Makes sense. So we can’t simply copy the list of all makes and models and use it over and over for each year.

Lets go ahead and examine the HTML of the Turo “Carculator” page and see what we can find. After selecting our year we can inspect the page and we see the following.

Table

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This is a giant list of car makers that all made cars in the year 2006. But I don’t wanna copy this all down by hand. I especially don’t wanna do this for every year from 2006 until 2020. And then do it again to gather the list of models made by each manufacturer during each year... Theres gotta be a better way to go about this.

Well this HTML here looks an awful lot like an HTML list. We just gotta change the top and bottom “Select” tags to “UL” tags and change each entry in the list from “option” to “LI”. Do a little “Find and Replace” on this, then we run it through an online HTML viewer and voila we get an easy to copy and paste list that we can throw into our excel spreadsheet.

The next part is simple enough, just a bit tedious. We do that same process a few more times to get the list of manufacturers for each year. And do the process a couple more times for the list of all models produced for each year. I created a macro to help with this and knocked it out in about 30 minutes.

Throw it all together in a big excel spreadsheet and you get the “year-make-model.csv” found in my github here. (https://github.com/rgard90/Tu-ROI-Price-Grabber/blob/master/year-make-model.csv)

Very nice.

## Step 2: Pull Data from the “Carculator” Site

Next thing we do is run that CSV through our “Price Grabber” python script. Feel free to open it here and follow along. I wrote a number of comments to help you understand what the code does.

(https://github.com/rgard90/Tu-ROI-Price-Grabber/blob/master/Price%20Grabber.ipynb)

The python script returns us a big old list of cars and their corresponding “Carculator” data like “estimated earnings per month” and “number of days this kind of car is normally rented out each month”. See sample data below:

Graphical user interface, table

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From here we can create a bunch of new variables like “expected ROI” or “Days needed in order to breakeven on a monthly car payment”. From here it’s easy to answer the question we initially set out to answer. Which car has the best ROI on Turo?

## Step 3: Analyze the Data – Answer the Question

If you read this far down my article, I want to give you a big “Thanks!”. However, I don’t wanna give away all of my findings here in this post. But if you’re curious about which cars scored the highest feel free to send me a direct message and I’ll be happy to show you my results.

For now, I’ll just show you the bottom 10 cars from my analysis. The ones that were the best investment if you were hoping to make money from renting out your car on Turo.

Take care,

Ryan