



REVBOOST

ANALYTICS REPORT

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ABOUT US



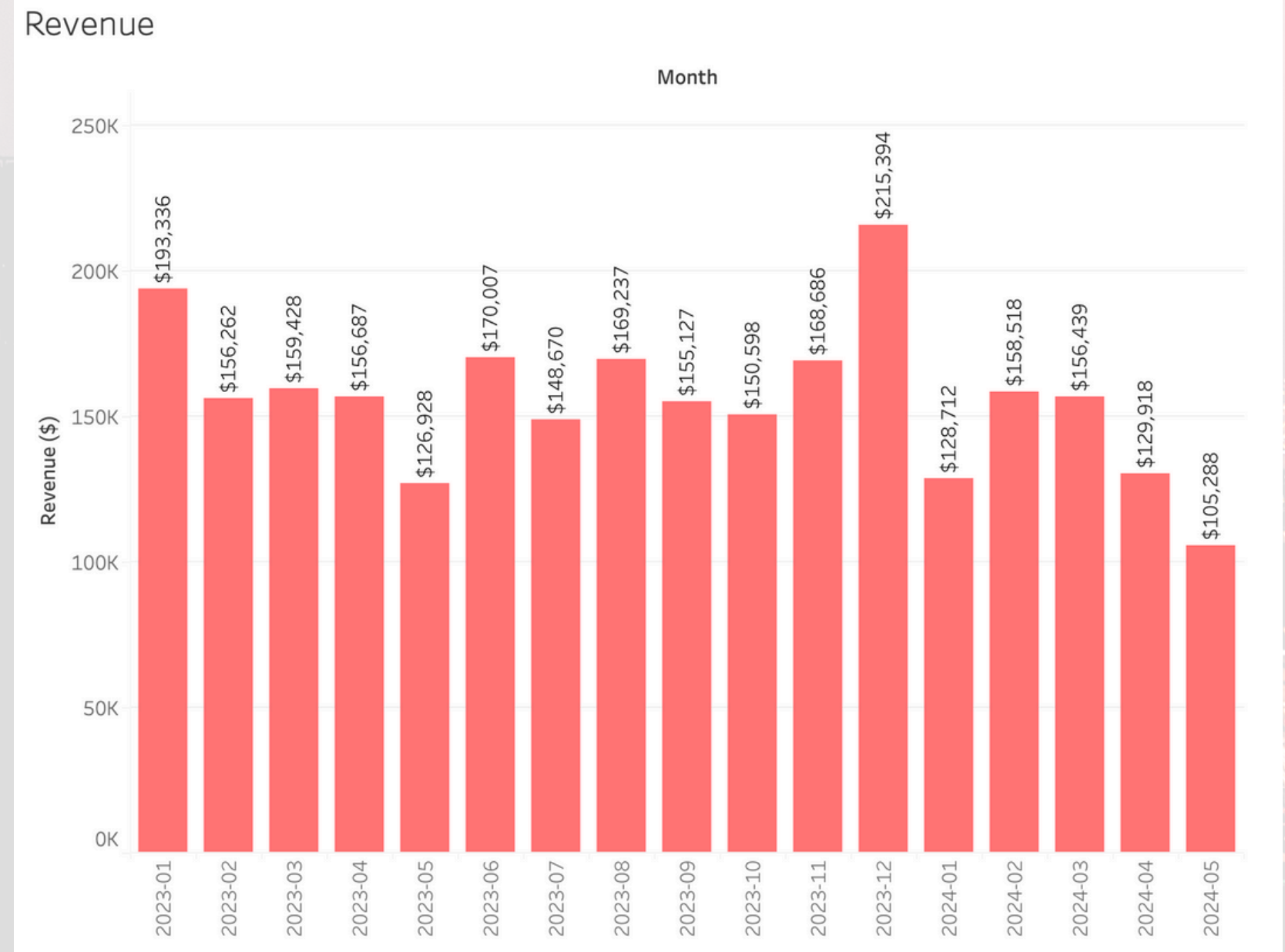
Our company stands out as a key player in travel industry, acting as a third-party maintenance and **analytics firm, RevBoost**, specializing in Airbnb properties.



Operating across five major U.S. cities, we **provide data-driven insights** to **maximize profitability** while ensuring exceptional experiences for both hosts and guests.

INTRODUCTION

In Q1 2024, our client's revenue declined compared to the same period in 2023, raising concerns about profitability and operational efficiency



PROBLEM STATEMENT

01

In Q1 2024, our client's revenue declined 18% compared to Q1 2023, likely due to **high maintenance cost**, incorrect **pricing strategies**, and bad **economic condition**

02

By analyzing our financial data, marketing data, and economic indicators, we aim to find evidence to support our hypothesis, and deliver actionable strategy to cut cost and aim to **improve client's revenue by 10% in Q3 2024**



METHODS

The Foundations of Our Analysis

Analytic Tools

Tableau

Excel



Data Source

Spreadsheets,

Web APIs,

AI Simulation



Analytic Methods

Regression Analysis

Predictive Modeling

AI simulation for
Pricing-Optimization



KEY FINDINGS

Economic Trend

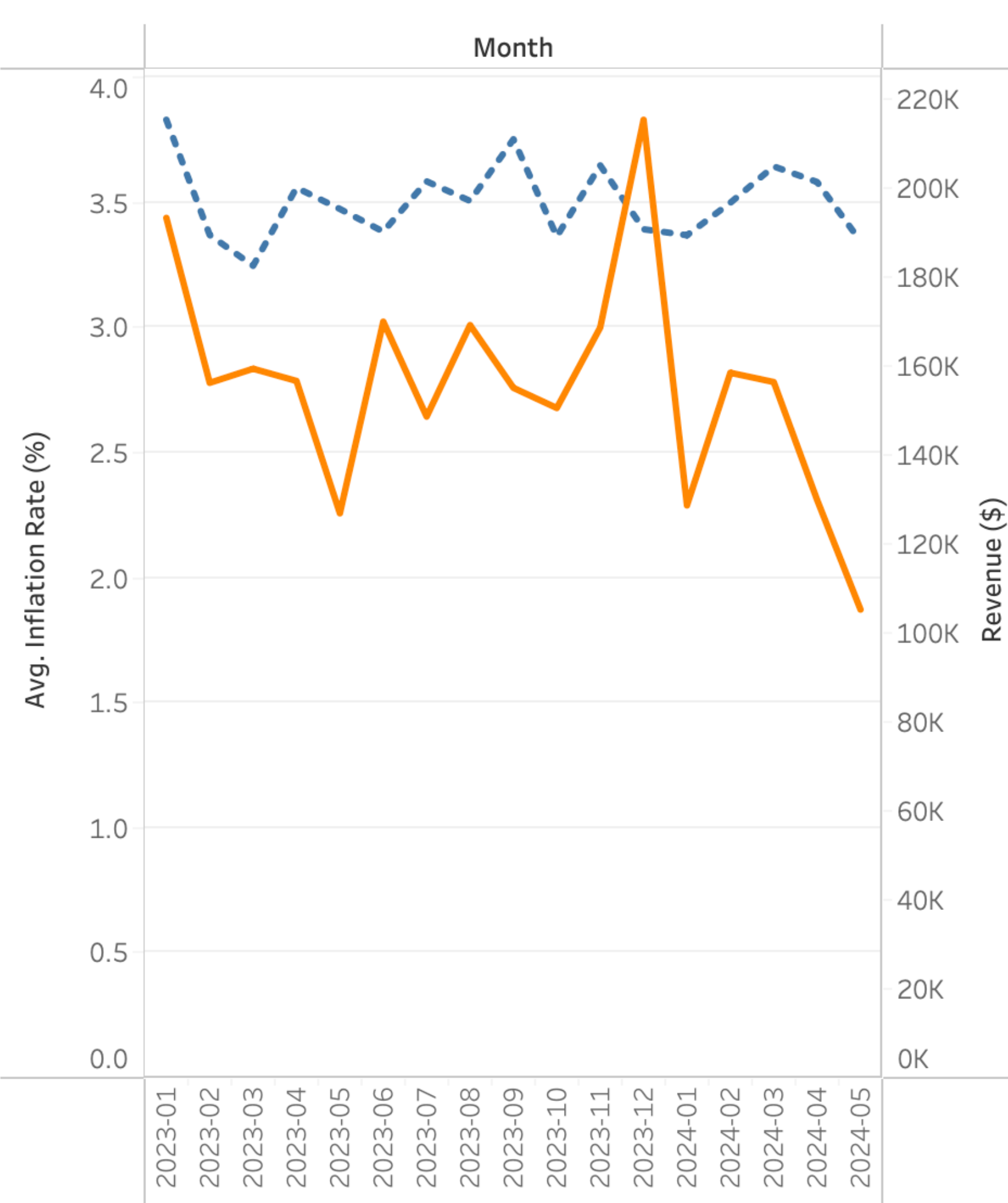


Cost Analysis

Marketing Analysis



Inflation Rate vs. Revenue Growth



Measure Names

- Avg. Inflation Rate
- Revenue

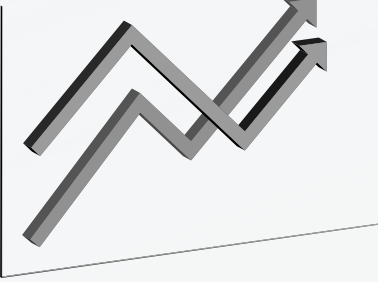
HIGH INFLATION

Issue

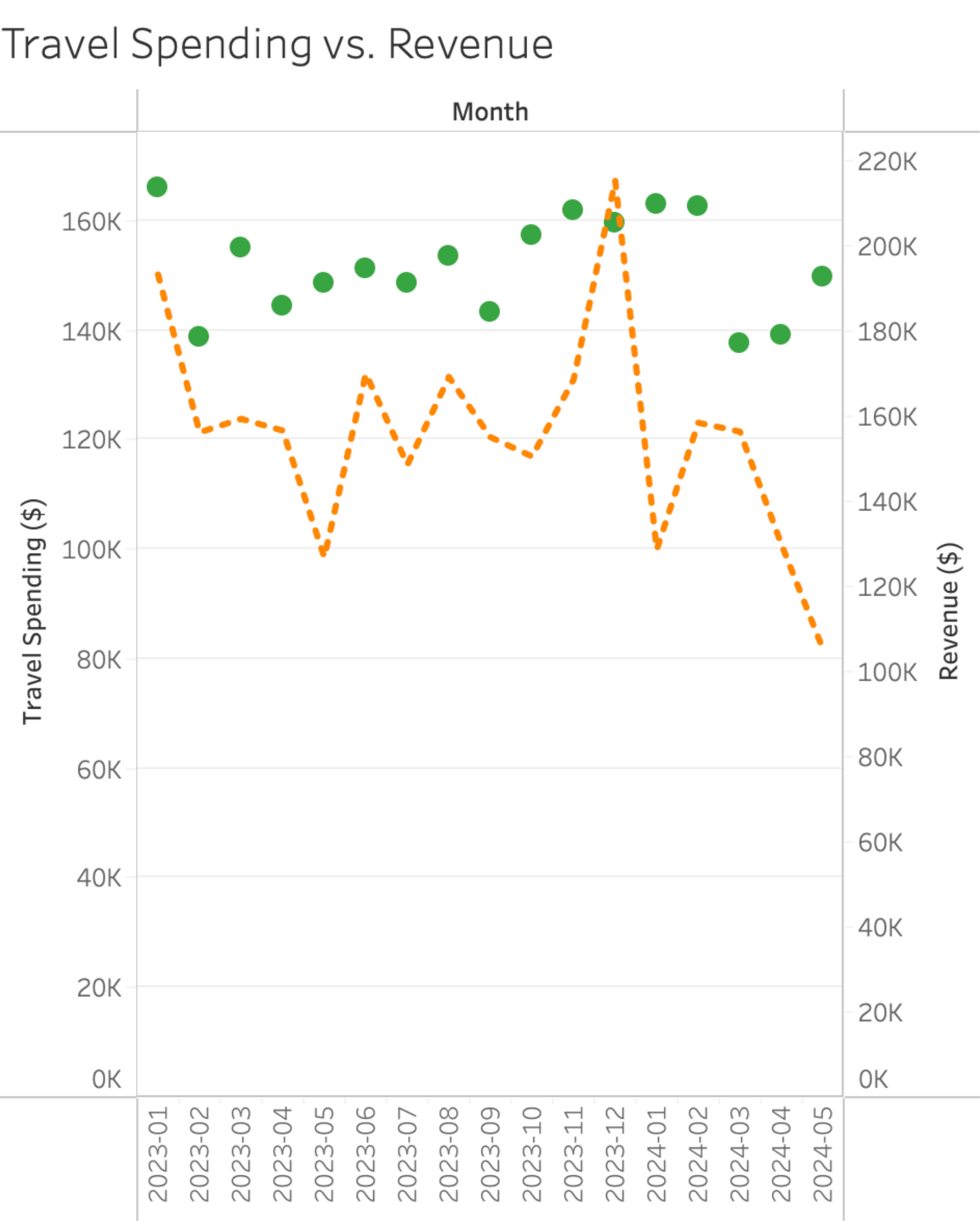
- Increased operational costs
- Reduced consumer spending power
- Decreased travel affordability

Recommendation

- Introduce dynamic pricing models
- Cost optimization: bulk purchasing for supplies and investing in energy-efficient upgrades.



Travel Spending vs. Revenue



Measure Names	
Revenue	
Travel Spending	

DECLINE IN TRAVEL SPEND

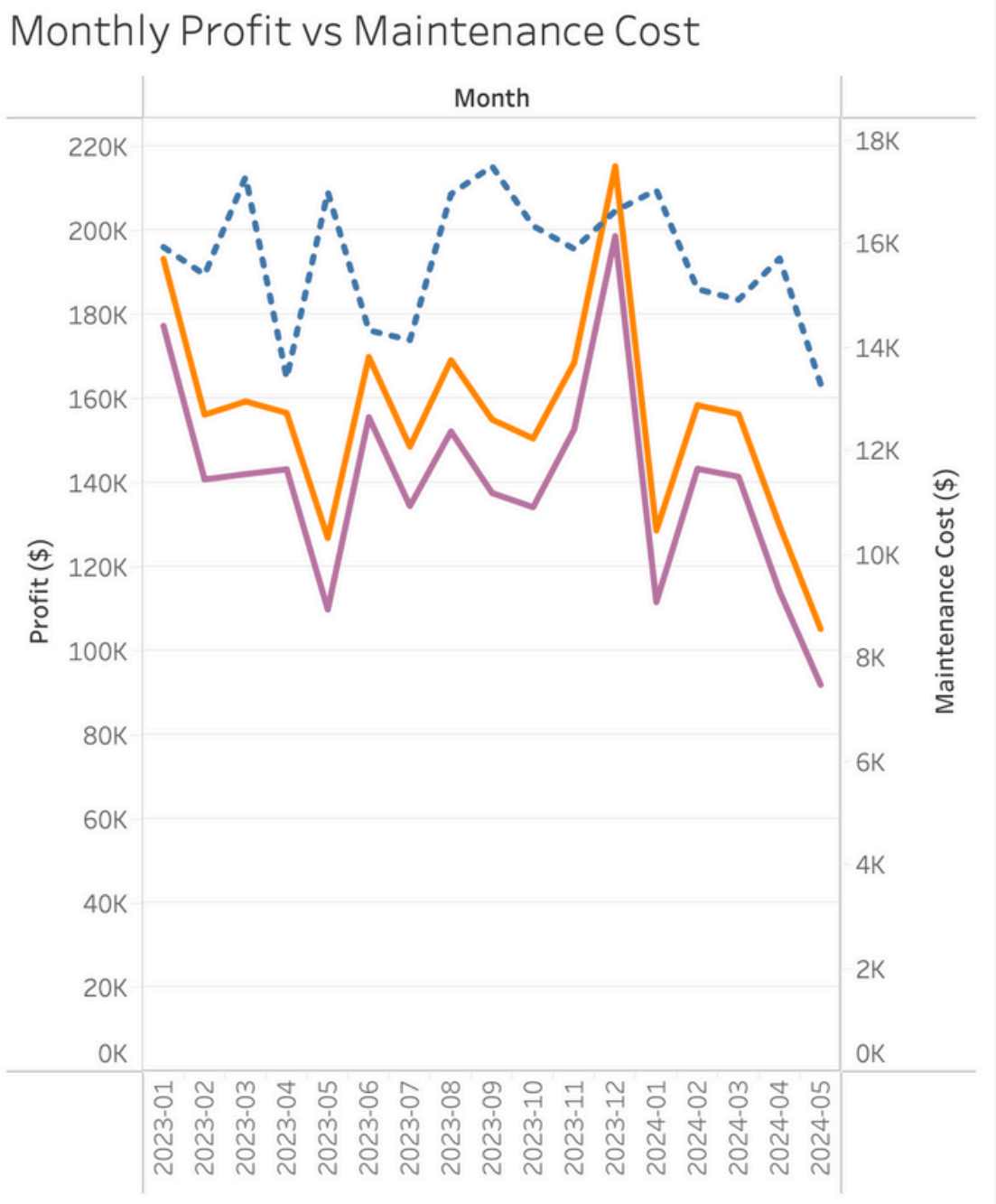
Issue

- Consumers are allocating less of their income to travel
- Negatively impacts our revenue

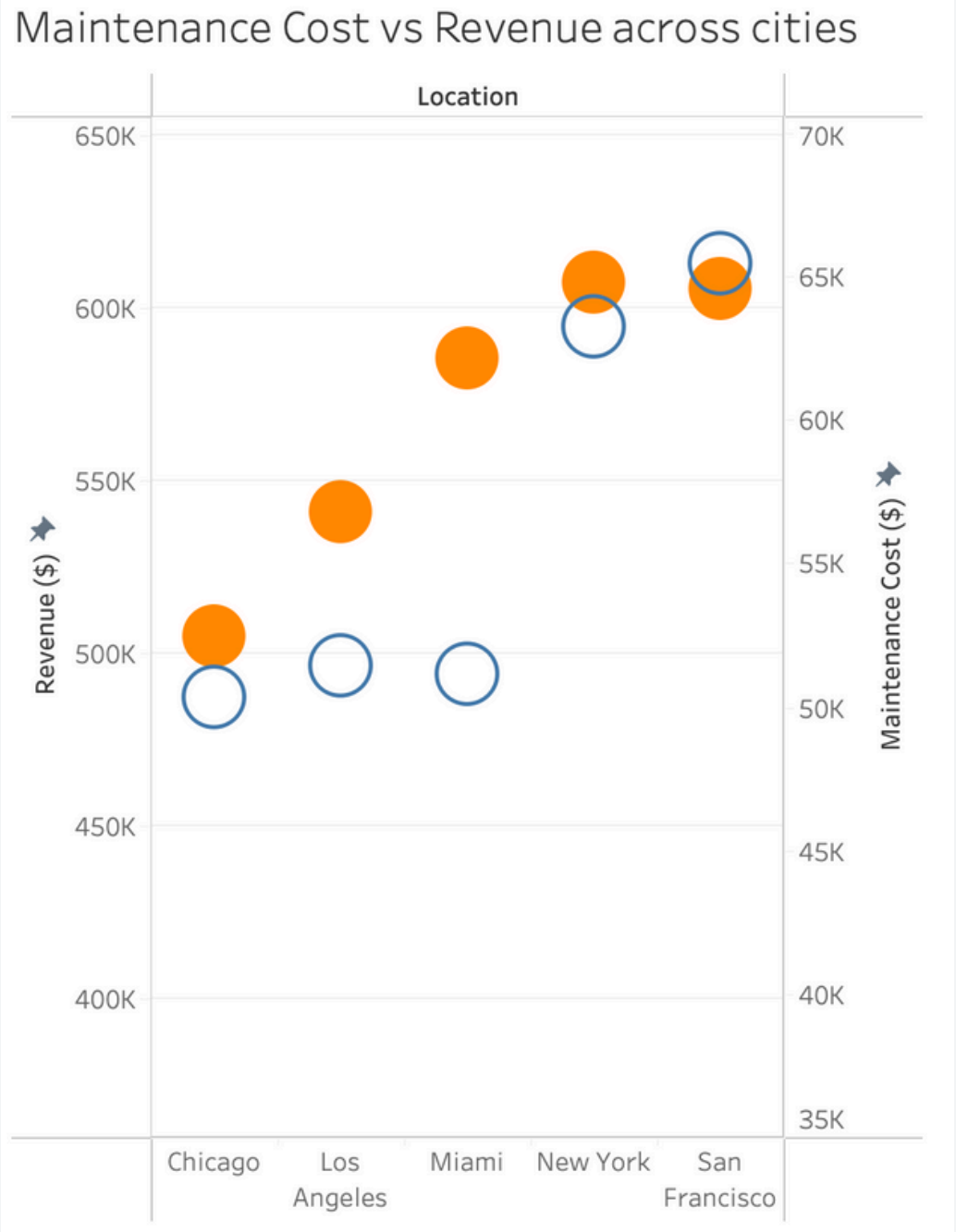
Recommendation

- Target Budget-Conscious Travelers
- Focus on Regional Travelers
- Revenue Diversification

HIGH MAINTENANCE COST



Measure Names	
■	Maintenance Cost
■	Profit
■	Revenue



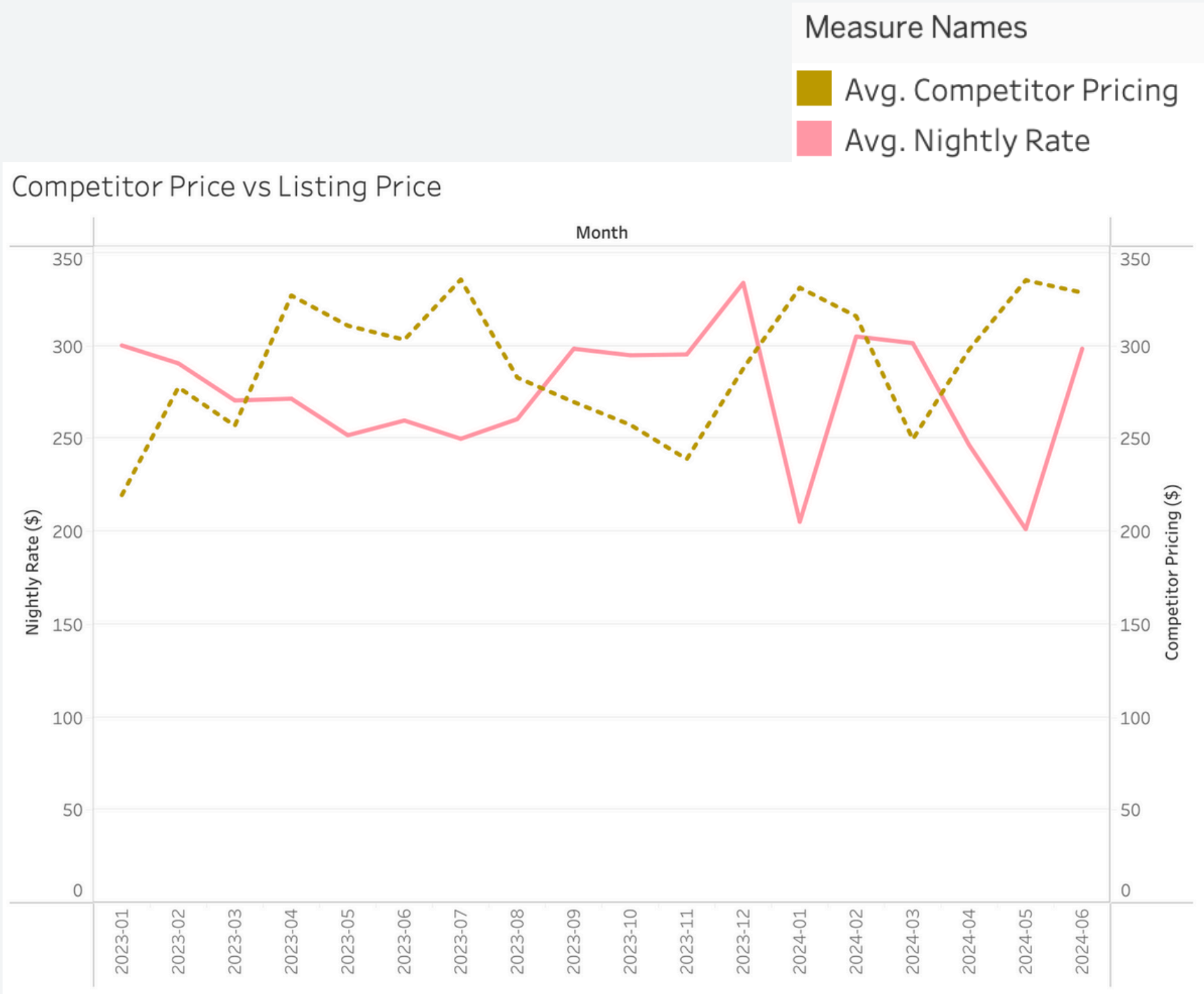
Measure Names	
■	Maintenance Cost
■	Revenue

Findings:

- Miami's maintenance cost efficiency
- High maintenance costs align with the lowest profit margins

Recommendation

- Replicate Miami's Cost Model
- Expand Property Portfolio in Miami



SUBOPTIMAL PRICING SYSTEM

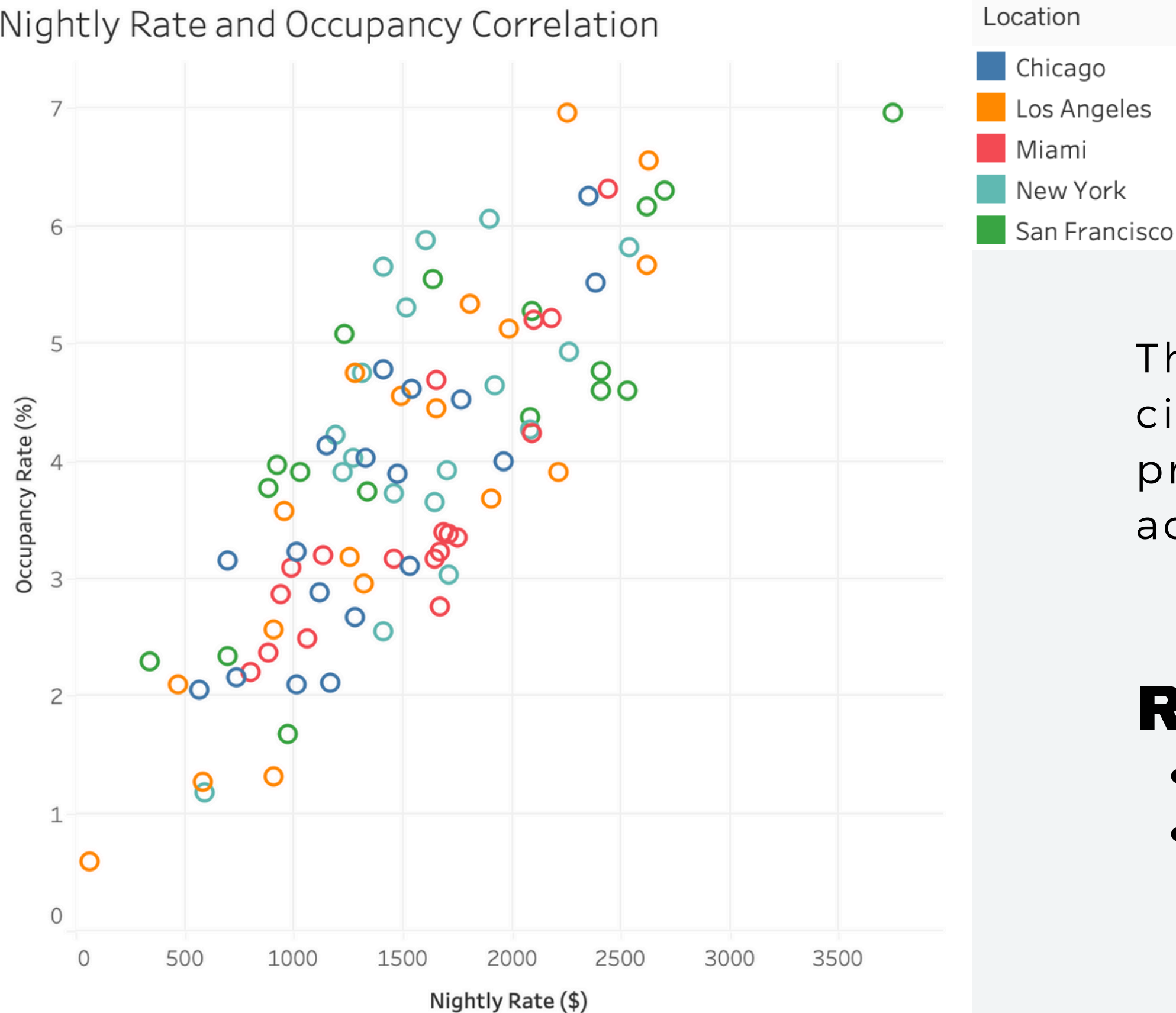
Findings:

- Our nightly rates stay competitive, matching market trends.
- Competitors are charging higher rates while maintaining strong occupancy levels.

Recommendation

- Increase Perceived Value
- Bundle Package

Nightly Rate and Occupancy Correlation



SUBOPTIMAL PRICING SYSTEM

This is an evidence to the previous slide, In cities like Miami and San Francisco, properties with higher rates consistently achieve better occupancy.

Recommendation

- Redefining Our Pricing Philosophy
- Iterative Testing of Price Elasticity: A/B testing

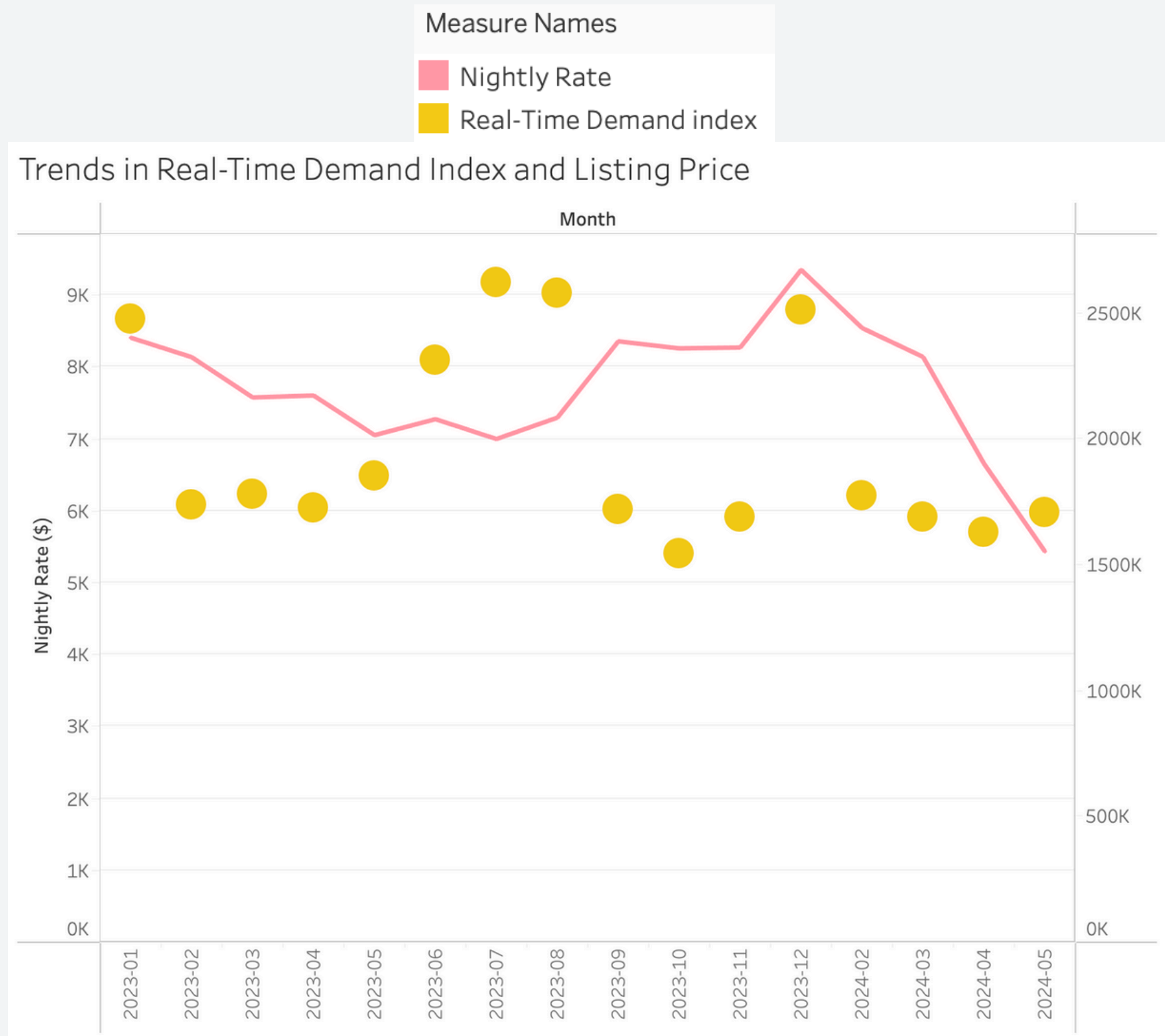
UNDYNAMIC AND PRICING

Findings:

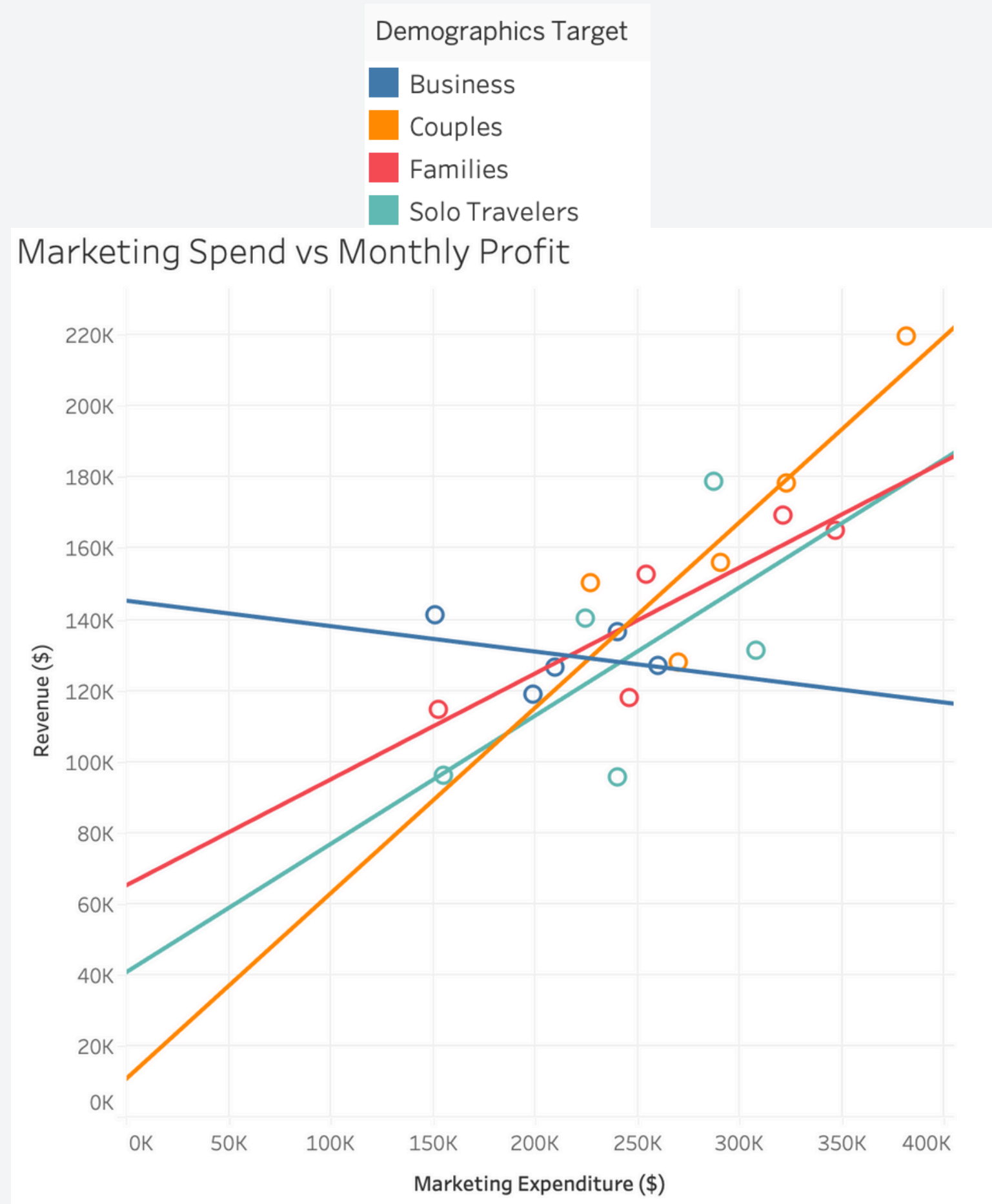
- Demand fluctuations but not mirrored by changes in listing price.

Recommendation

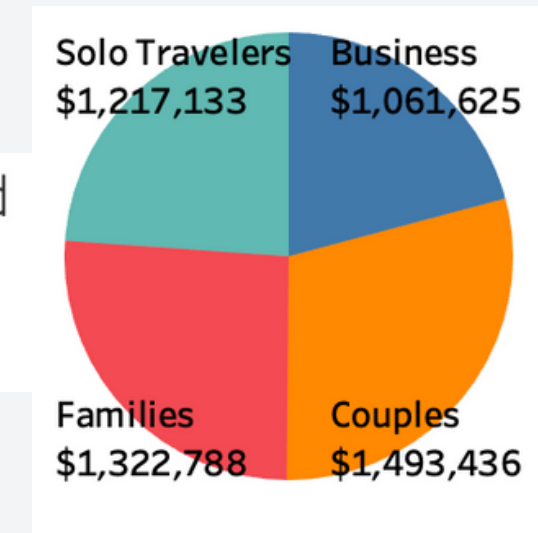
- Dynamic Pricing Algorithms
- Seasonal and Event-Based Adjustments



MISALIGNED TARGET CUSTOMER



Marketing Spend
Distribution by
Channel



Findings:

- Marketing investment return on business customers is negative

Recommendation

- Rethink Business Customer Strategy
- Redirect Resources to High-Performing Segments

IMPACT & RECOMMENDATION

01

Cut Cost 10%

Leveraging **bulk purchasing** for supplies and **Standardize** our maintenance **processes** to minimize redundancy and streamline resource allocation

02

Increase margin 2 %

Tailored **value-added services** to **increase** perceived **price** without drastically lowering demand.

03

Dynamic pricing

Build a more **active and accurate pricing system.** Ensuring higher prices during periods of increased demand

04

Expand Business in Miami

Expand Property Portfolio in Miami.This includes both **new property acquisitions** and **increased marketing spend.**

05

Revise invenstment in business customer

Explore Alternative Channels for **Business Travelers.** **Redirect Resources** to High-Performing Segments



CONCLUSION

