

How to setup the profitability projection tool for your city (cheatsheet)

How to find and add the proper data to your profitability projection tool for your city

When you download the Profitability Projection Tool, it will have sample data (nightly rates and occupancy rates) in the dataset. In order to produce accurate projections specific to your city and season periods, you will need to add the proper data into the spreadsheet.

Instructions

1. Download the Profitability Projection Tool from the downloads section.
2. To compare/research different cities, use [Mashvisor](#) if the city is available. [Here is an overview](#). This is a great free resource to be able to compare different cities and do some initial research. Once you've chosen a location and you need in-depth data, use AirDNA.
3. Find your cities data on [AirDNA](#) by searching the "Market Minder". Purchase the dataset for your city. You can cancel the subscription as soon as you've got the data you need.
4. Determine the seasonality periods in your city by looking at the average returns for different months of the year. A change in seasonal period should be marked by a relatively large increase or decrease in overall returns from one month to the next. Break the year into four seasonal periods (they don't need to be equal in length). If your city's returns are relatively constant, simply break the year into quarters.
5. Add your city's data into the Profitability Projection Tool. Watch [this video](#) for setup instructions using AirDNA.