

Financial Review: Rental License at Artisan's Asylum

July 1st, 2013 to June 30th, 2014

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Introduction

Artisan's Asylum uses a rental license to provide studio space rentals and other types of space rentals to members. These rentals form one of the three main revenue streams that serve Artisan's Asylum; understanding trends and implications from membership data is important for informing decisions about how the Asylum will grow.

This report is divided into two sections; the first section provides information about studio space rental data, and the second section provides information about other rental data. The aim of this report is to offer insight and analysis for different rental license data trends, including

For each type of analysis, there is a graphical analysis constructed from raw data, followed by description and discussion where appropriate.

Table of Contents

Introduction	1
Section 1 – Studio Space Rental	3
Statistics	3
Time Series Data	4
Bar Charts	9
Section 2 – Other Rentals	10
Statistics	10
Time Series Data	11

Section 1 – Studio Space Rental

Statistics

This section provides basic statistical measures to understand the raw data used.

Type of Rental	min	max	median	medianDeviation	mean	meanDeviation
50sqft	38.00	64.00	49.50	6.00	48.79	6.37
75sqft	3.00	12.00	8.75	0.50	8.01	1.57
100 sqft	73.58	91.13	82.42	3.56	82.53	4.19
120 sqft	0.74	2.00	1.00	1.00	1.29	0.47
150 sqft	1.00	1.00	1.00	0.00	1.00	0.00
200 sqft	7.00	9.00	8.00	0.00	7.96	0.24
250 sqft	1.00	3.00	3.00	0.00	2.63	0.56
300 sqft	1.00	1.00	1.00	1.00	1.00	0.00

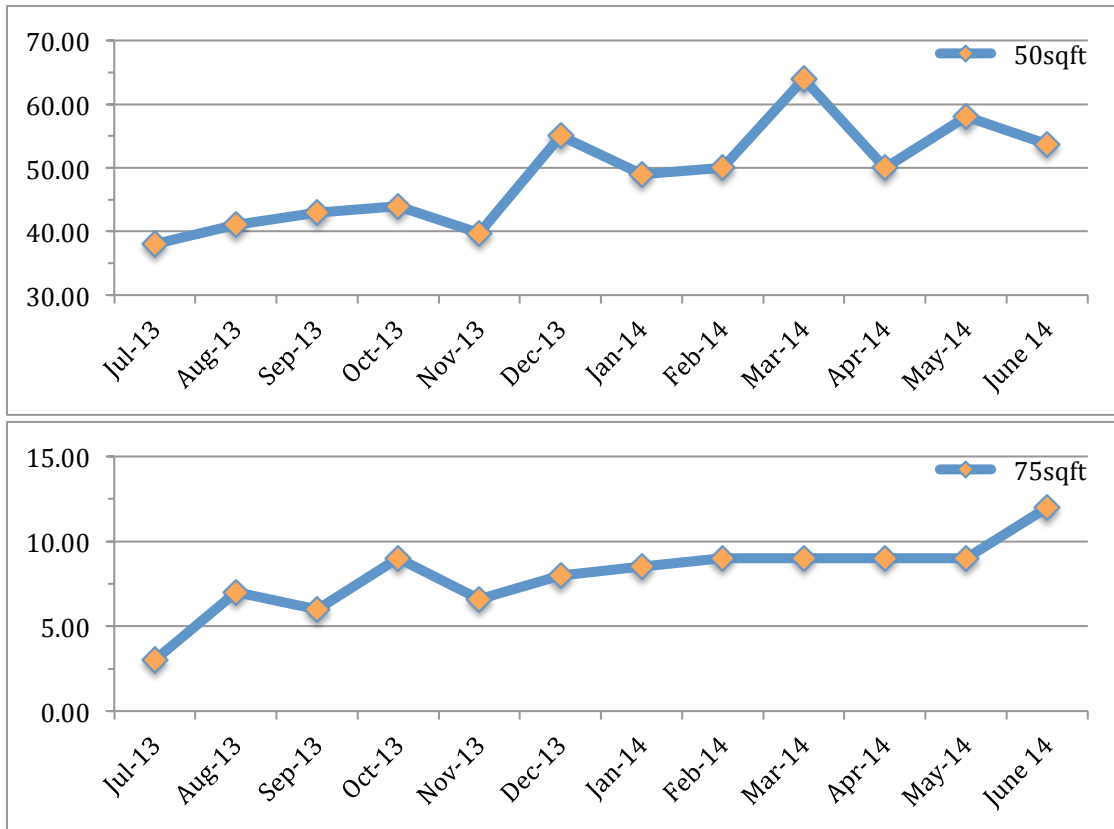
The statistics above represent the number of respective sizes of studio rental spaces on a monthly basis. In this case, the median is a more relevant measure than mean, as some outliers have been captured by the mean. However, in most cases, the values for the mean and the median do not vary widely.

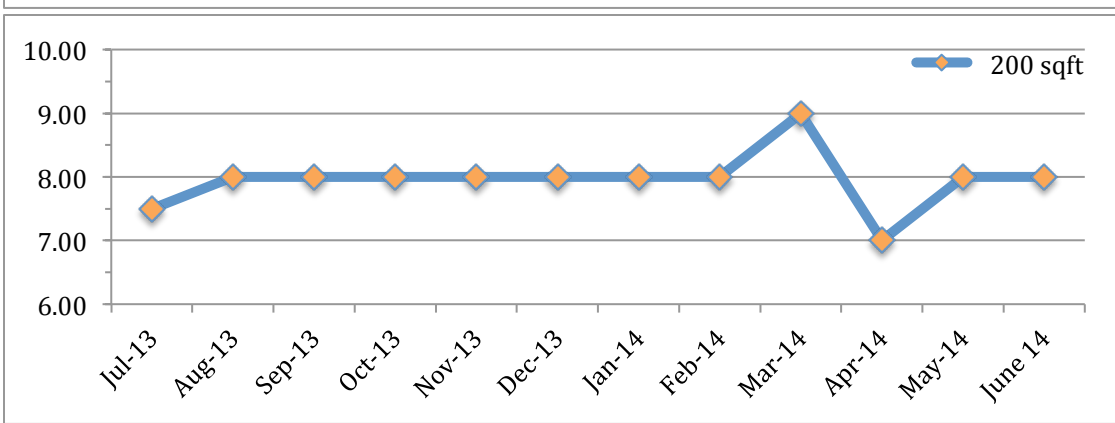
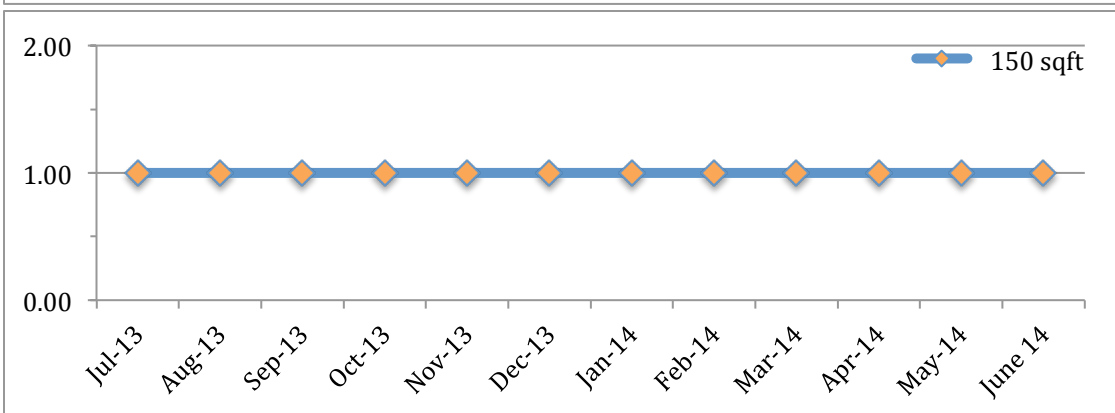
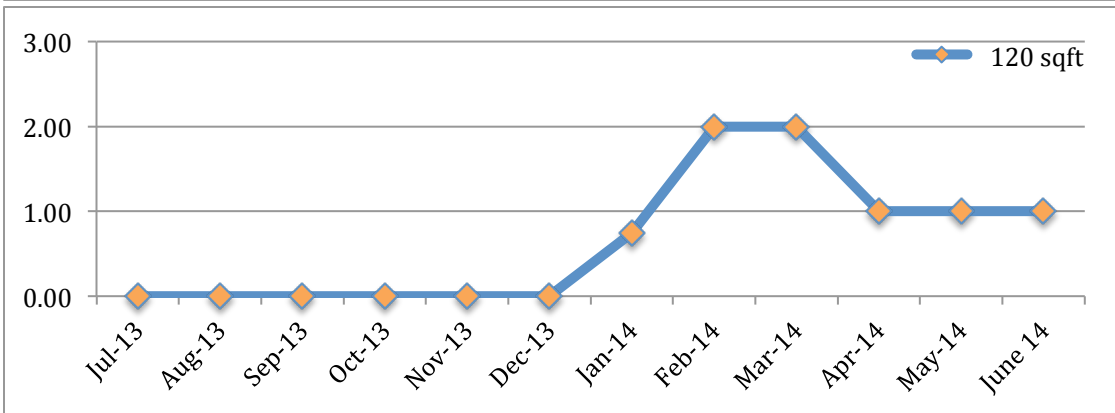
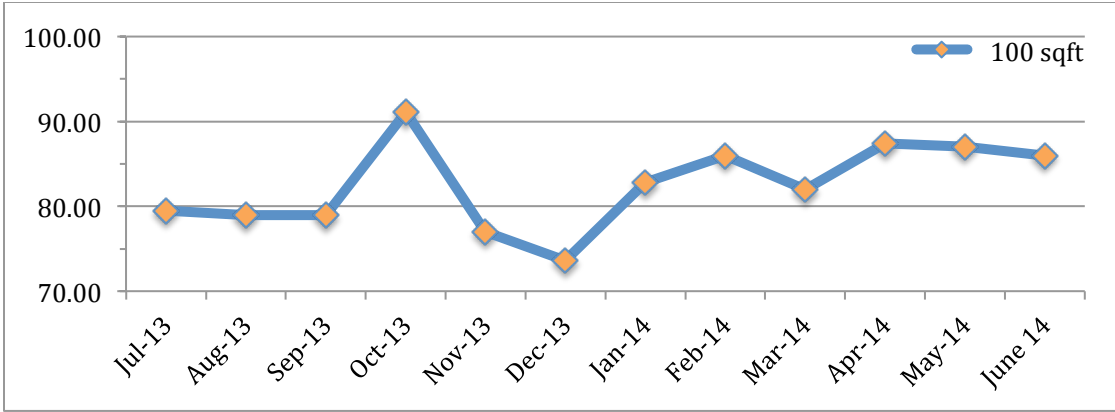
The **Type of Studio Rental** column describes the different sizes of studio spaces that are offered by Artisan's Asylum. **medianDeviation** is an abbreviation for median absolute deviation. All other columns represent expected normal statistical measures.

Time Series Data

This section focuses on different measures of membership and membership changes, trends, and how those values change over time.

Figure 1: Number of Studio Rentals by Type of Studio Rental, July 2013 – June 2014





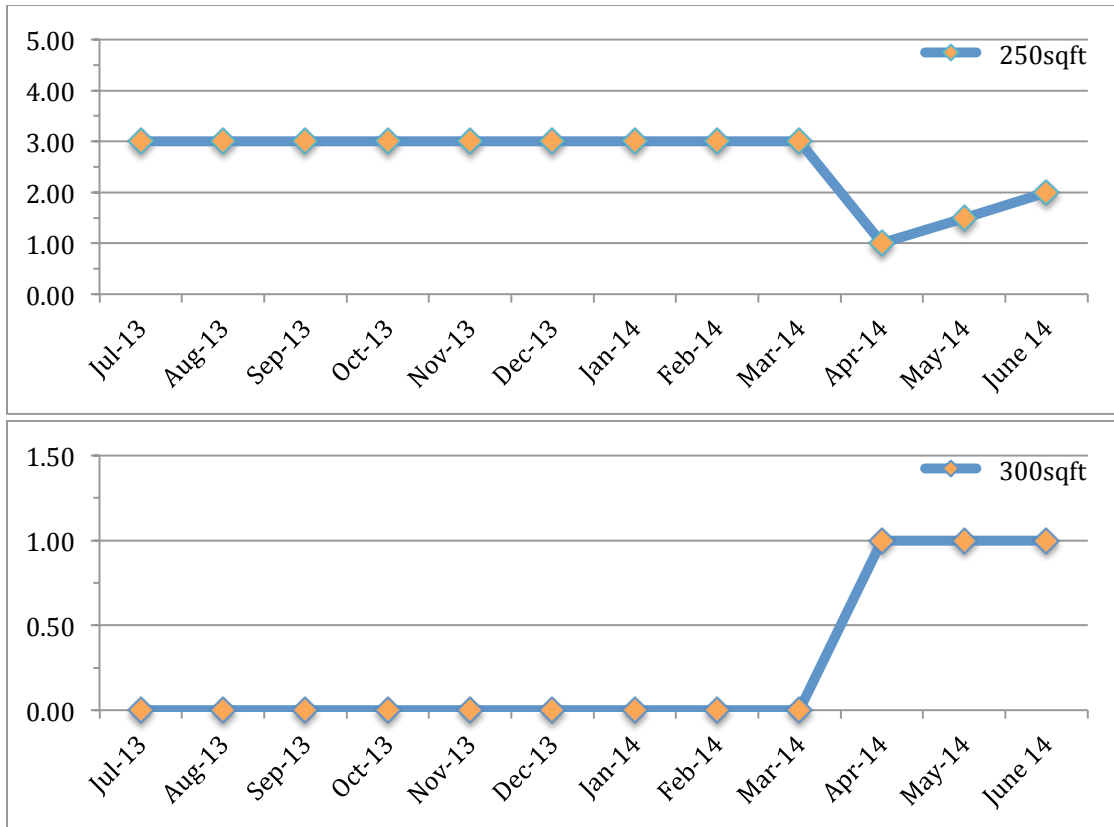


Figure 1 shows the number of studio rentals for each size of rental, by month. Notable observations include that the 50 sq ft studio rental and the 100 sq ft studio rental consistently capture the highest number of members. All other sizes of studio rentals tend to be low in number and generally invariable.

Figure 2: Total Number of Studio Rentals by month, July 2013 – June 2014

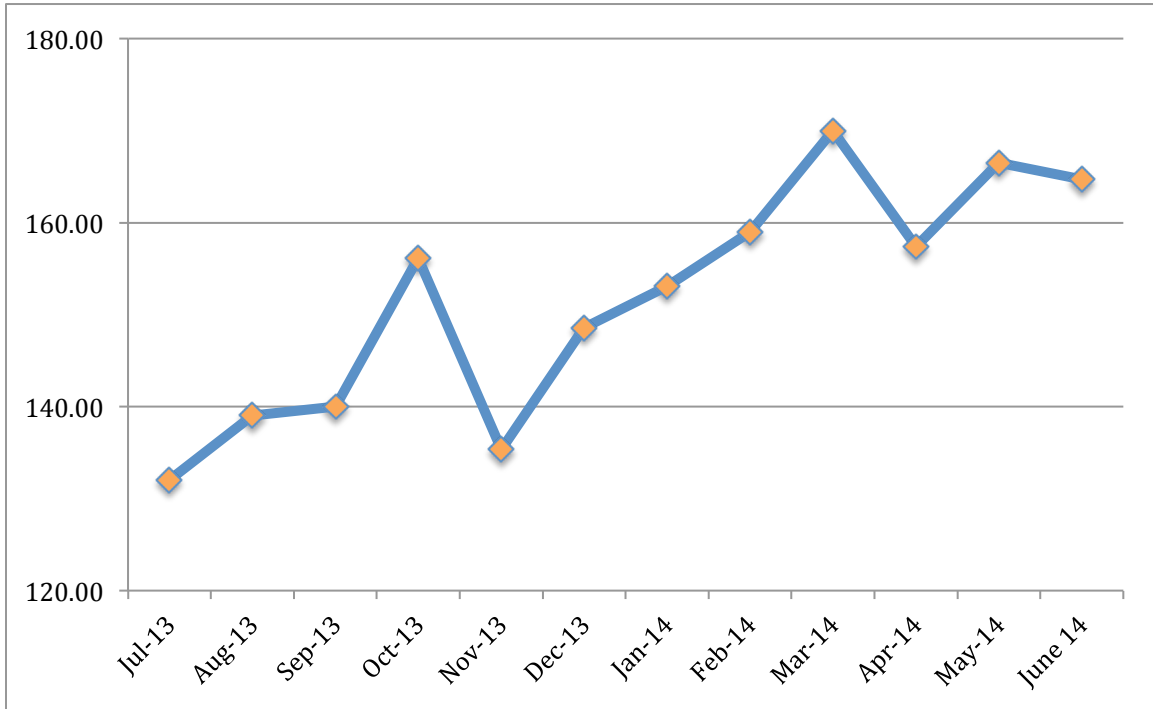


Figure 2 shows the total number of studio rentals, by month, from July 2013 to June 2014. This number has increased steadily approximately 130 to approximately 160 studio rentals.

Figure 3: Percent Change in total studio rentals by month, July 2013 – June 2014

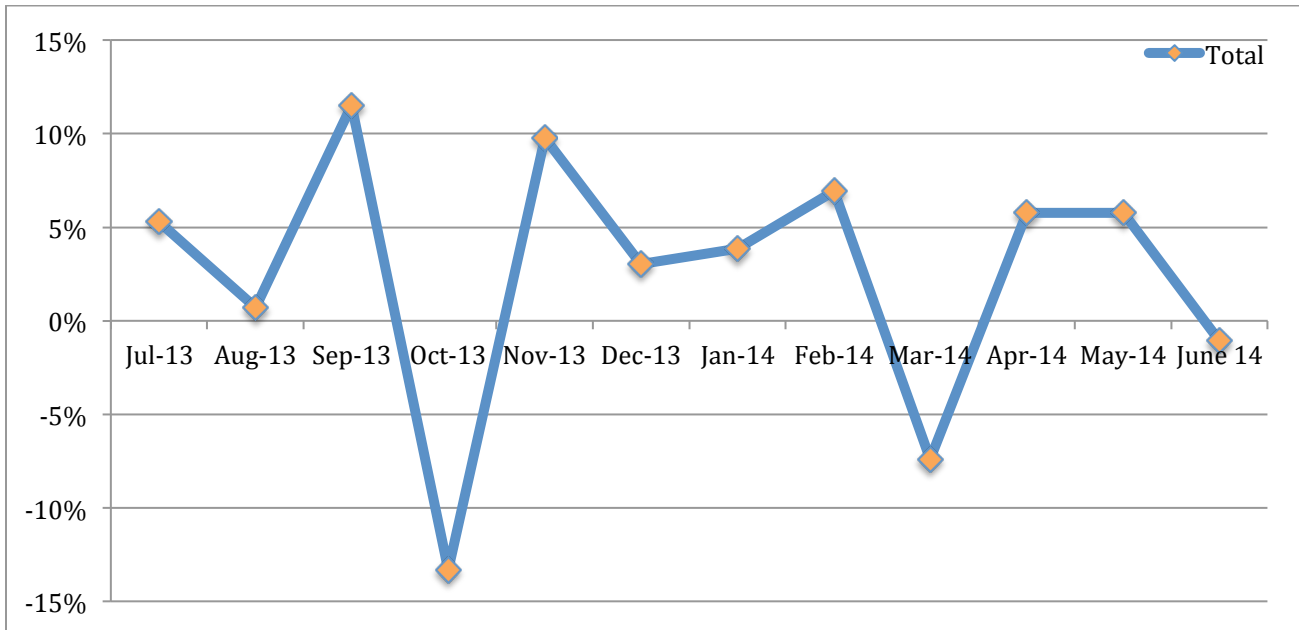


Figure 3 shows the percent change in total studio rentals by month. The percent change month-to-month is not very variable and ranges between -15% and 15%. The most positive spike occurred in September at approximately 10%, and the most negative spike occurred in October at approximately -14%.

Figure 4: Total Number of Square Feet used for Studio Space, June 2013 – July 2014

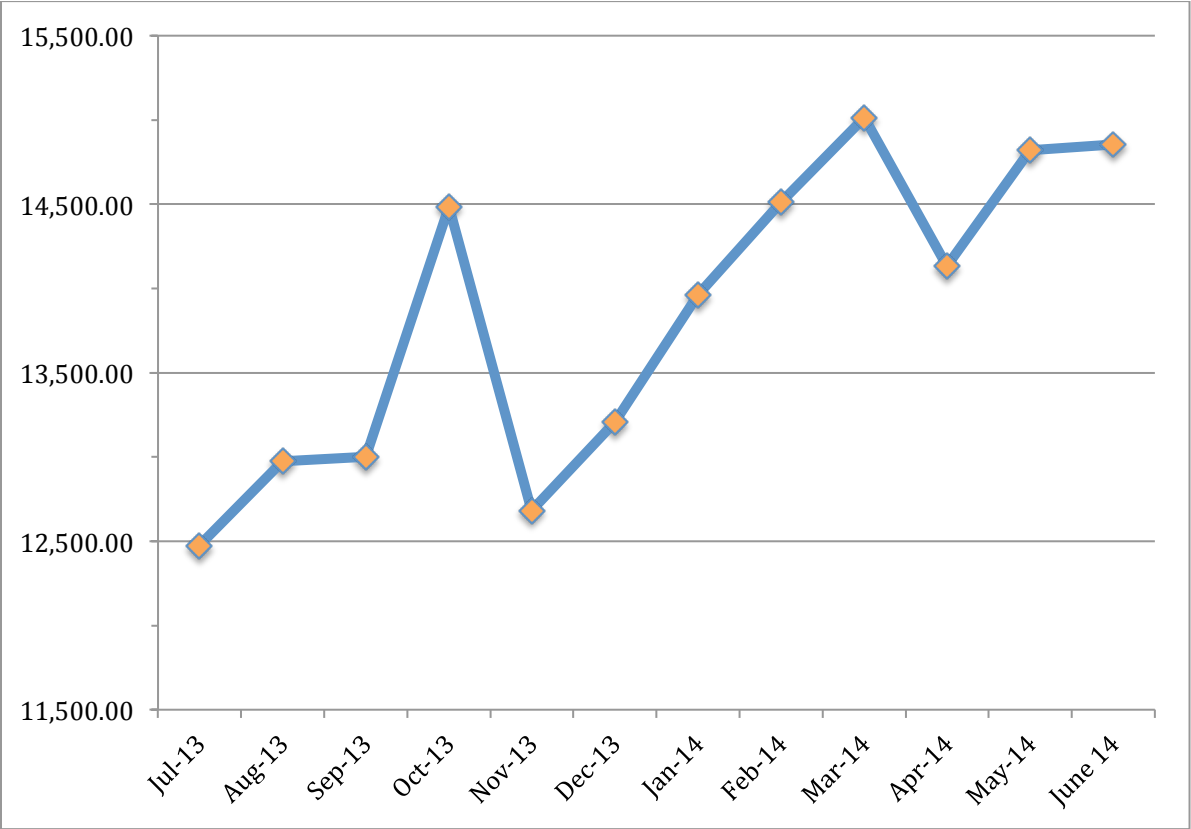


Figure 4 shows the number of total square feet that was used in the Asylum for studio rentals. In June 2014, 14,855 sq. ft. were dedicated to studio rentals. This number represents the amount of sq. ft. of studio rentals when all studio rental units are full.

Bar Charts

Figure 5: Percent of total studio rentals vs. Percent of total studio space

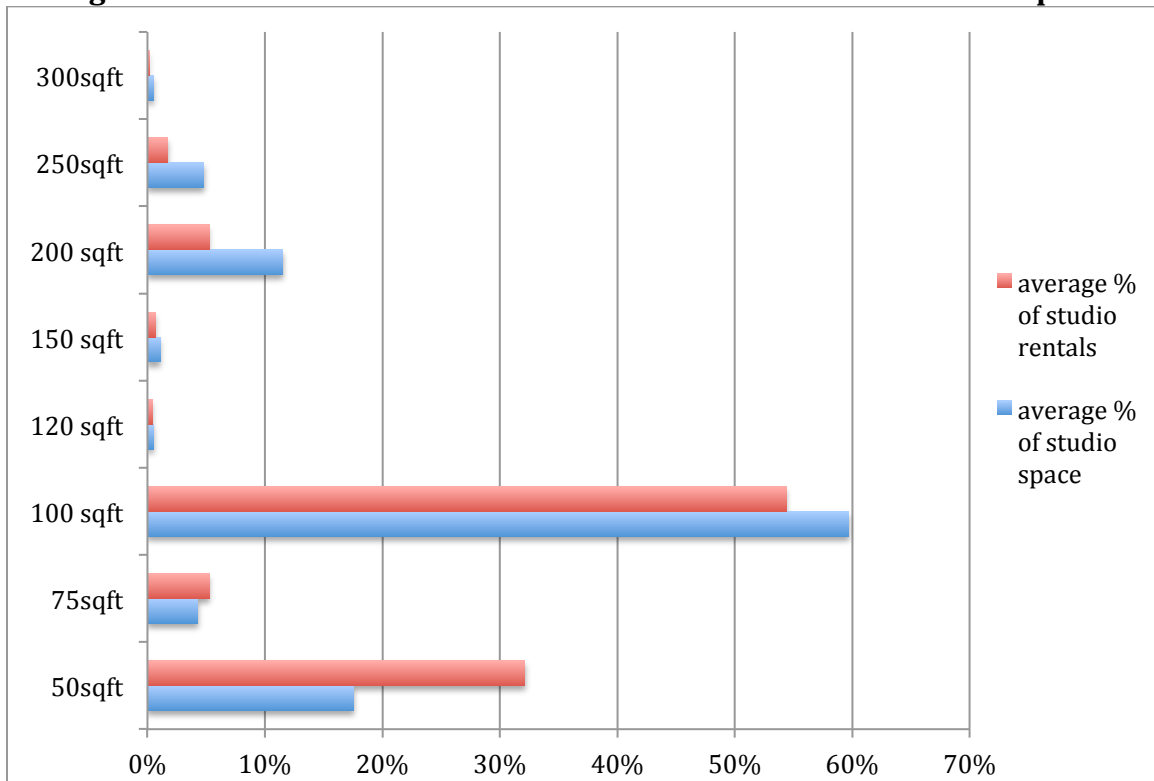


Figure 5 is a bar chart that compares, by size of studio rental, the percent of total studio rentals that the size accounts for versus the percent of total studio space that the size accounts for. The y-axis is ordered such that the largest studio space rental area, 300 sq ft, is at the top, with the sizes decreasing down to 50 sq ft. For most studio space rental areas, the average percent of studio space taken up by that size rental is greater than the average number of studio rentals that the size draws. In the case of 50 sq ft, the percent of studio space that the size draws is less than the percent of overall studio rentals that the size accounts for.

Section 2 – Other Rentals

Statistics

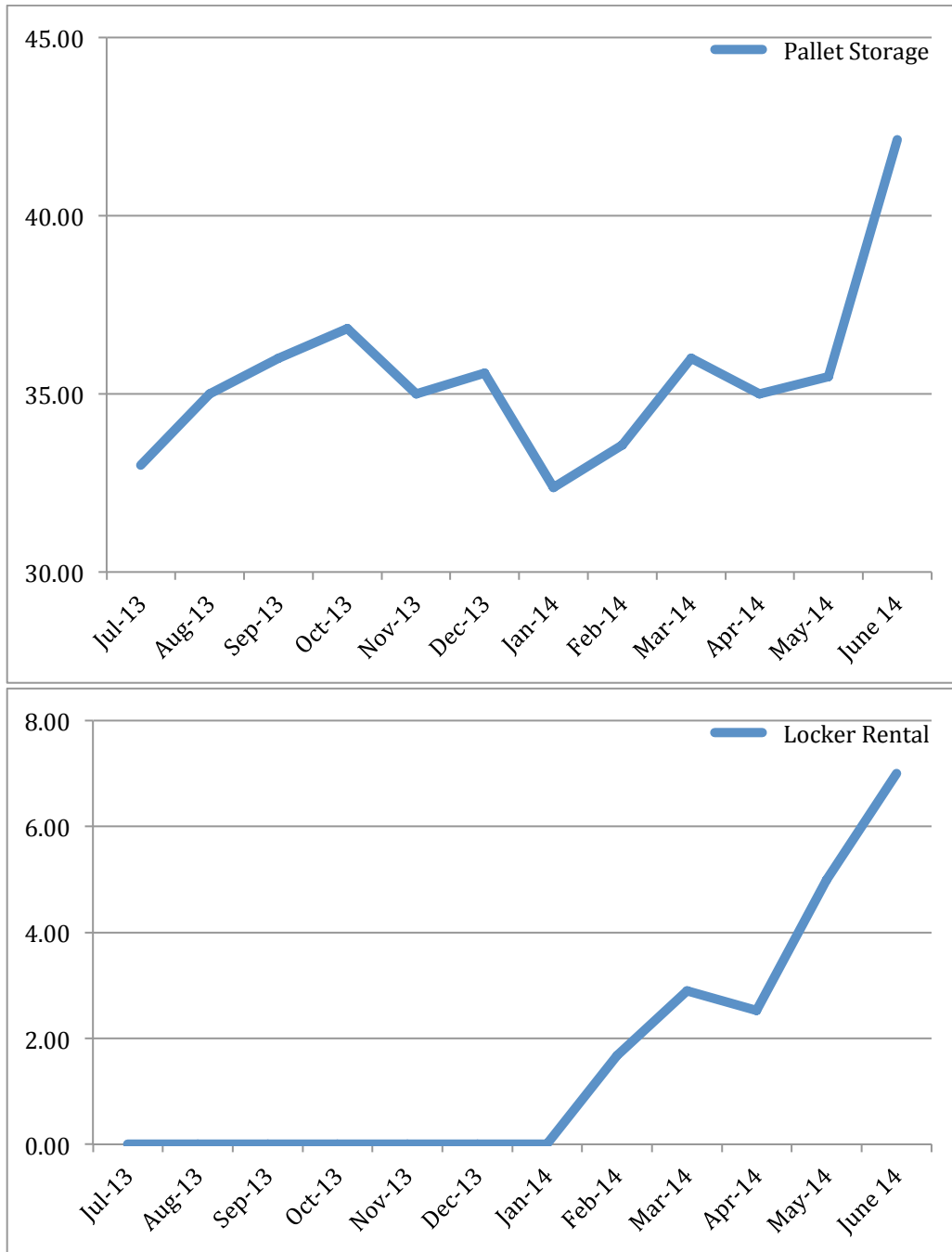
Type of Rental	min	max	median	medianDe viation	mean	meanDevi ation
Flex Space - Daily	2.00	250.00	10.00	10.00	68.00	91.00
Flex Space - Monthly	129.00	540.00	470.00	405.50	391.50	151.33
Flex Space - Weekly	12.00	504.00	99.50	99.50	142.67	120.44
Locker Rental	1.68	7.00	2.90	2.90	3.82	1.74
Pallet Storage	32.37	42.13	35.24	0.76	35.50	1.51
Parking Space Rental	1.00	1.00	1.00	0.00	1.00	0.00
Rack Storage	3.00	6.00	3.77	3.77	4.14	0.93
Shelf Rental	0.23	0.23	0.23	0.23	0.23	0.00

The statistics above represent the number of respective types of storage rentals on a monthly basis. In this case, the median is a more relevant measure than mean, as some outliers have been captured by the mean. However, in most cases, the values for the mean and the median do not vary widely.

The **Type of Rental** column describes the different types of storage rentals that are offered by Artisan’s Asylum. **medianDeviation** is an abbreviation for median absolute deviation. All other columns represent expected normal statistical measures.

Time Series Data

Figure 6: Number of Storage Rentals by Storage Type, July 2013 – June 2014



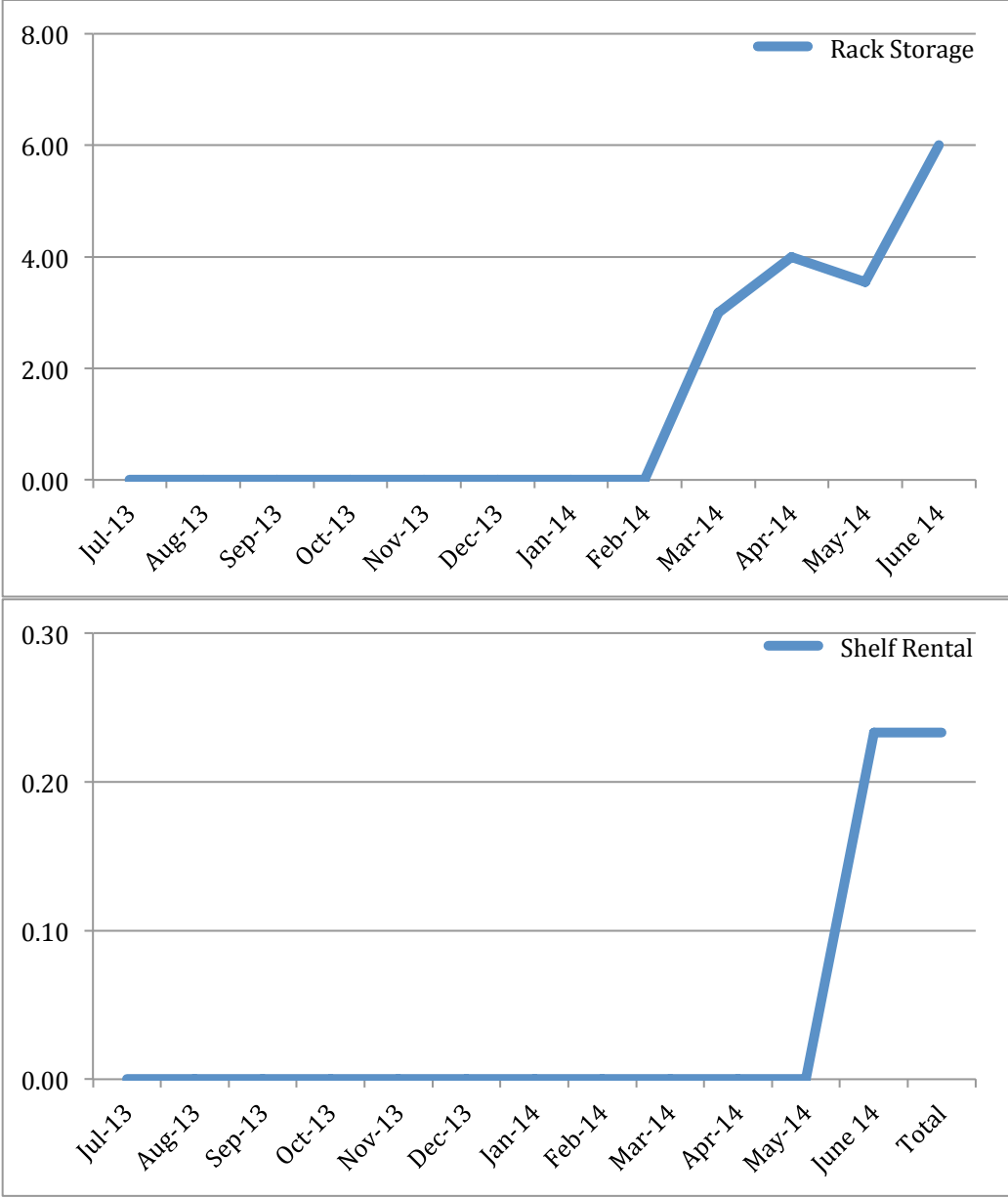


Figure 6 shows the number of storage rentals, by storage type, from July 2013 to June 2014. The type of storage is ordered by the most popular type of storage unit, pallet storage, to the least popular type of storage unit. For all types of storage units except for pallet storage, it appears that rentals only began in 2014 (January – May, depending on the type of rental).