



# Boat Sales

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## Executive Summary

This dataset contains the sales information of used boats listed on a website. The marketing team is preparing a weekly newsletter for boat owners. The newsletter is designed to help sellers to get more views of their boat, as well as stay on top of market trends. This analysis would help sellers maximize engagement and ultimately can help boost sales.

## Data Sources

The data for this project is an open source data downloaded from:

<https://www.kaggle.com/datasets/karthikbhandary2/boat-sales?resource=download>

## Limitation and Ethics

- The location needs to be separated to be more accurate and there are many missing values. Further assessment would need to take place to determine the next steps and ensure accurate numbers.
- The prices of the boats are listed in different currencies it can make it difficult to compare prices.

## Data Cleaning and Data Consistency Checks

- Check for missing data
- Check for duplicate data
- Check for mixed data type
- Adjust data type
- Convert the prices to a single currency

## Data Profile

- Number of rows and columns in the original data is, 9888 x 10. 6001 x 11 in the cleaned dataset.

## Column Details

Column	Column Description	Data type	Time Variant
Price	The price of the boat listed in various currencies.	Quantitative, Continuous	no
Boat Type	The type boat that is listed.	Qualitative, Ordinal	no
Manufacturer	The maker of the boat.	Qualitative, Nominal	no
Type	If the boat is new or used and engine type	Qualitative, Ordinal	no
Year Built	The year the boat was built.	Quantitative, Discrete	no
Length	The length of the boat (in meter).	Quantitative, Continuous	no
Width	The width of the boat (in meters).	Quantitative, Continuous	no
Material	The material used to build the boat.	Qualitative, Nominal	no
Location	The location of the boat where it is listed.	Qualitative, Nominal	no
Number of views last 7 days	The number of prospective customers that viewed the boat in the last 7 days.	Quantitative, Continuous	yes

## Questions to Explore

- What is the location of the most viewed boat?
- Characteristics of the most viewed boat listings in the last 7 days
- Do expensive boats get the most views?
- Are there common features among the most viewed boats?