
Case Study Project Boat Sales

Nearly New Nautical

April 12, 2022

Marketing department



01 Introduction

02 Challenges

03 Findings

04 Recommendations

01 Introduction

The marketing team is preparing a weekly newsletter for boat owners.

The idea of newsletter is to help sellers to get more views of their boat.

Why? To follow market trends and to encourage clients to buy boats.



02 Challenges

Challenge: precise characteristics of the most viewed boat listing in the last 7 days.

Questions:

- Which the most expensive boats get the most views?
- Are there common features among the most viewed boats?

Goal: to increase the number of readers by 75% this year



03 Findings

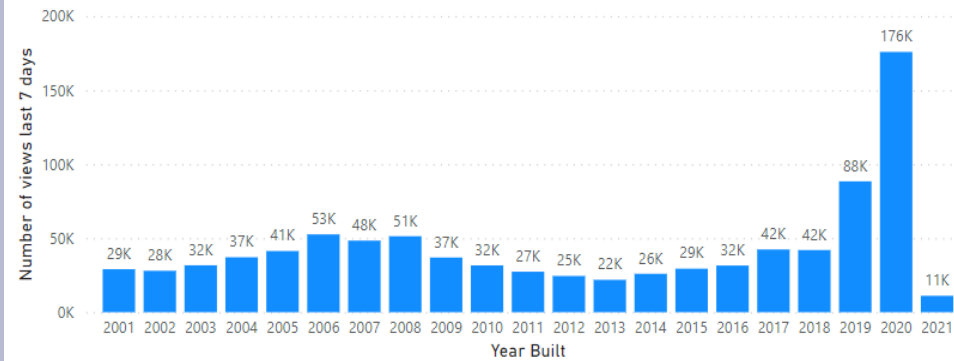
Focus on 4P Marketing-mix:

- Product
- Price
- Place
- Promotion -> findings



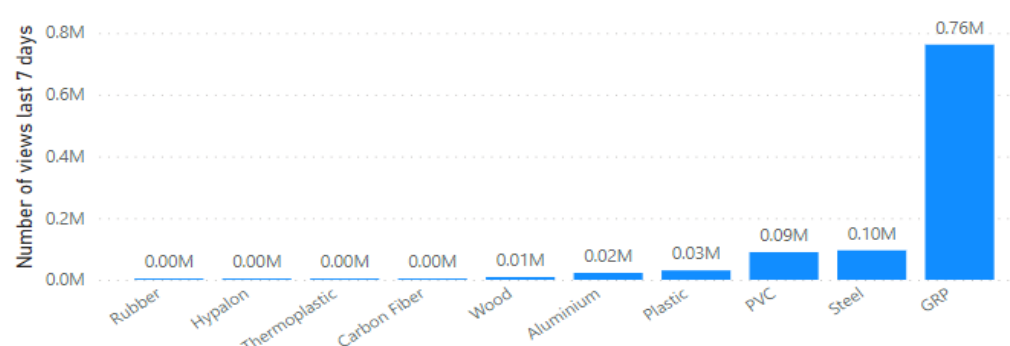
Product

Number of views last 7 days by Year Built



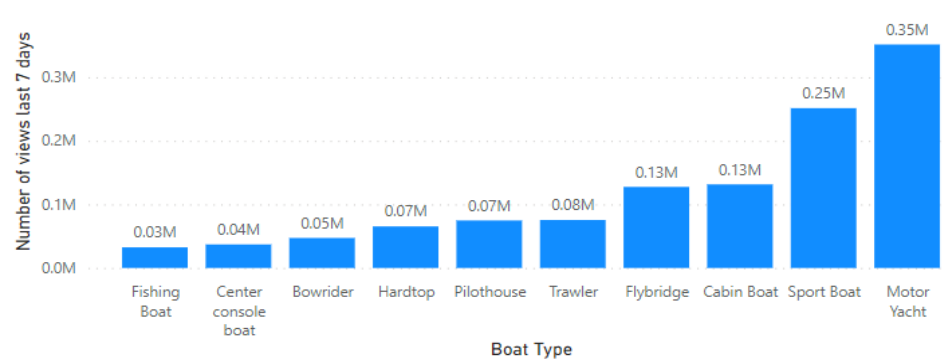
The used boats are more popular, boats are **under 5 years** are most trending – the most trending are boats built in **2020**.

Number of views last 7 days by Material



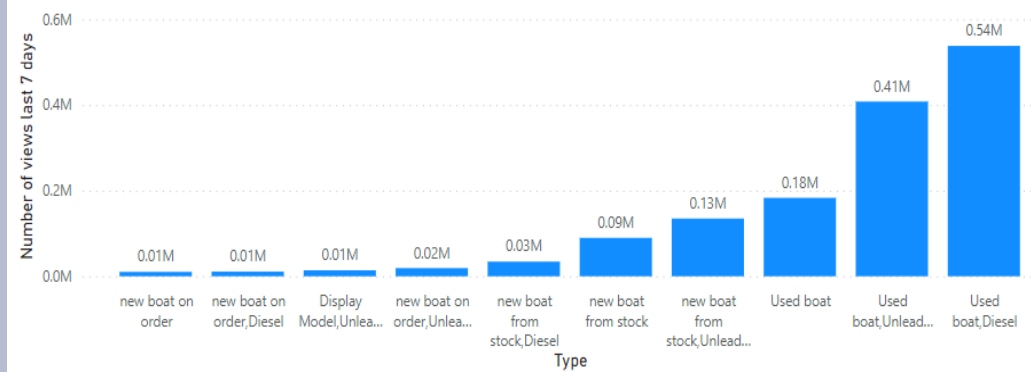
Boat which were created with **GRP material** is significantly popular in the current market.

Number of views last 7 days by Boat Type



Consumers are looking for **Motor Yacht, Sport Boat** and **Cabin Boat**

Number of views last 7 days by Type



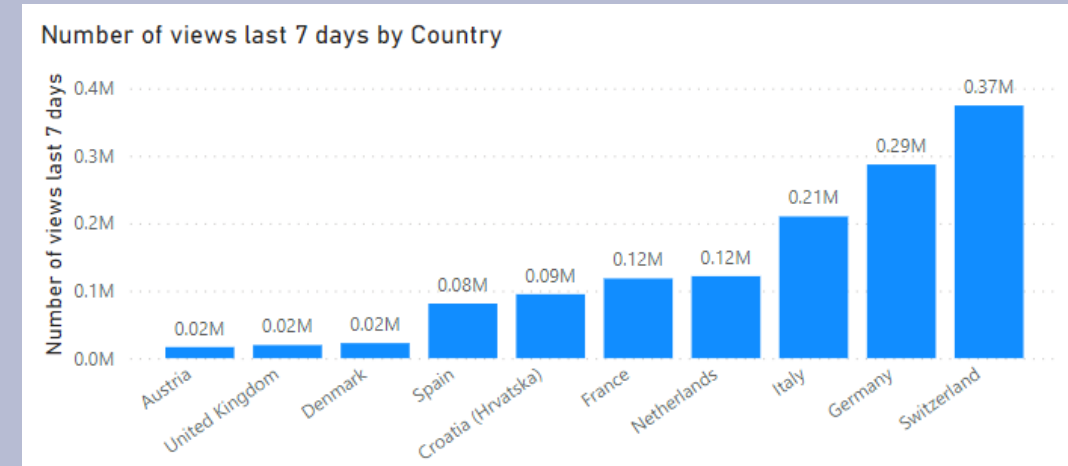
Customer prefers **used boats** – **diesel** or **unleaded gasoline**

Price

The best price range for customers is between budget (under US\$50K) and cheap (US\$50K-110K range).

German prefer boats of value under US\$290K
Italian tends to consider boat which is under US\$50K

Place



The top locations are Switzerland, Germany, and Italy.

Sport boat is more popular than **motor yacht** for customers in group **under \$50K group**

The motor yacht is more trending than sport boat in **\$50K-110K group**

04 Recommendations

Adjust newsletter to specific country

Top countries: Switzerland, Germany, Italy

Weekly newsletter

Should include key boat features

Key features:

- **Type:** Motor Yacht, Sport Boat, Flybridge boat
- **Price:** value under US\$110K, Budget and Cheaper;
- Used, unleaded gasoline