

Boat Sales | 06.11.2022



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# EXECUTIVE SUMMARY

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The Marketing team prepares a weekly Newsletter based on yacht and boat information sales website where users can advert their used ones. These informations allows potential buyers to get more detail and better impression on the boats and yachts, current condition, and the list price. The team sent you a dataset containing information listed on the website and asked you to provide a sales analysis in preparation for the weekly newsletter. This analysis will help sellers to get more views of their boat as well as stay on top of market trends.

## Data Source

The data for this project is an open-source data downloaded from Kaggle

[Link](#)

## Limitations and Ethics

- The boat and yacht locations include the country, but we can notice a lack of information as to their precise location across all the listings.
- Prices listed are in different currency. Therefore, it is difficult to compare prices between listed boats and have a clear overview of the offers.

## Data Cleaning and Data Consistency Checks

- Adjust the data type
- Checked for duplicates (None found)
- Checked for missing and mixed data type
- Convert the prices to a single currency
- Extract the country and city from the location

## Data Profile

- Number of rows and columns in the cleaned dataset: 982 x 11 (original data is, 9888 x 10)

## Column Details

Column	Column description	Data type	Time Variant
<i>Price</i>	Prices in different currency for boats and yachts	Quantitative and continuous	No
<i>Boat Type</i>	The type of boats and yachts listed	Qualitative and ordinal	No
<i>Manufacturer</i>	Brand of the boats and yachts	Qualitative and nominal	No
<i>Type</i>	The condition and engine type	Qualitative and ordinal	No
<i>Year Built</i>	The year the boats and yachts were built	Quantitative and discrete	No
<i>Length</i>	The length (in meter)	Quantitative and continuous	No
<i>Width</i>	The width (in meter)	Quantitative and continuous	No
<i>Material</i>	Material used	Qualitative and nominal	No
<i>Location</i>	The actual location of the boats and yachts	Qualitative and nominal	No
<i>Number of views last 7 days</i>	Number of potential customers who viewed the boat in the last 7 days	Quantitative and continuous	Yes

## Questions to explore

- What is the price of the most views boat and yacht?
- Are there common features between them?
- Where are they located?
- What are the specific details of the top view boats and yachts the last 7 days.