

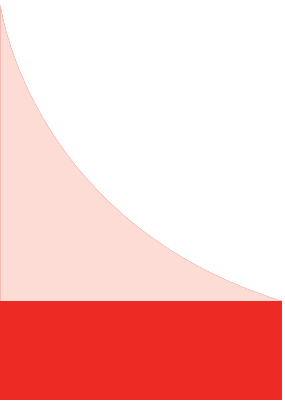



Boat Sales

DataCamp Case Study
Professional Data Analyst Certificate

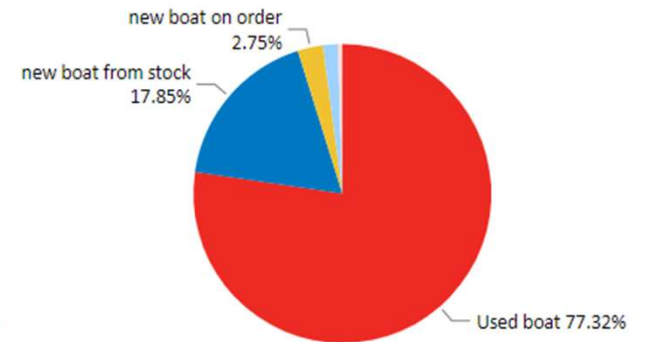
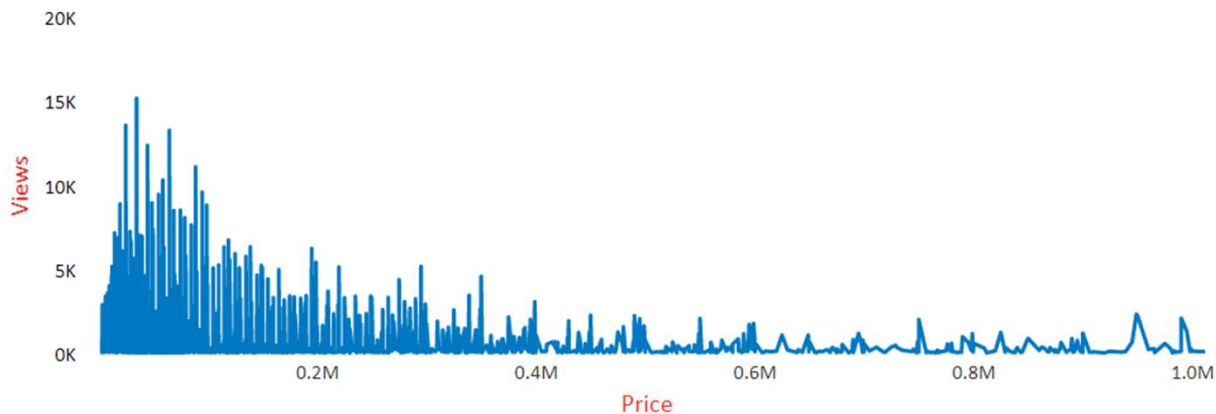


Objective

- Increase the number of readers by 75% this year.
 - Use the available boat data to develop a marketing plan.
 - Available data:
 - Price.
 - Boat Manufacturer.
 - Boat condition.
 - Engine Type.
 - year of built.
 - Size.
 - Location.
 - Num of Views last 7 days.
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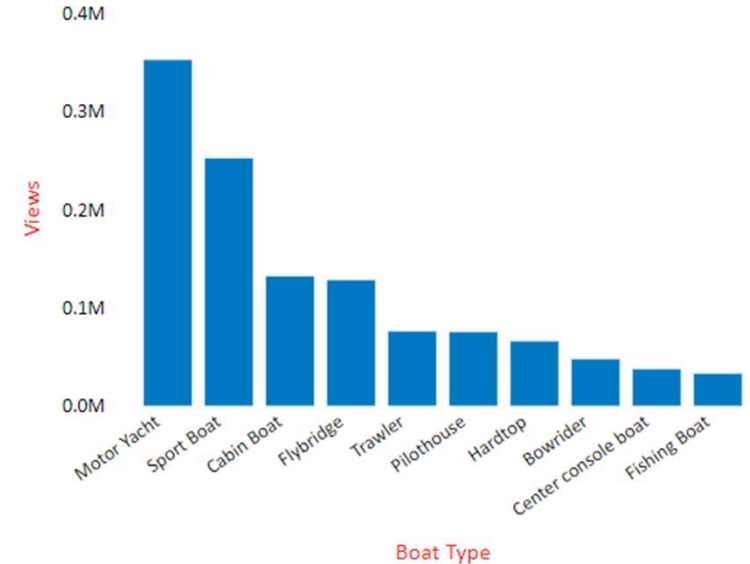
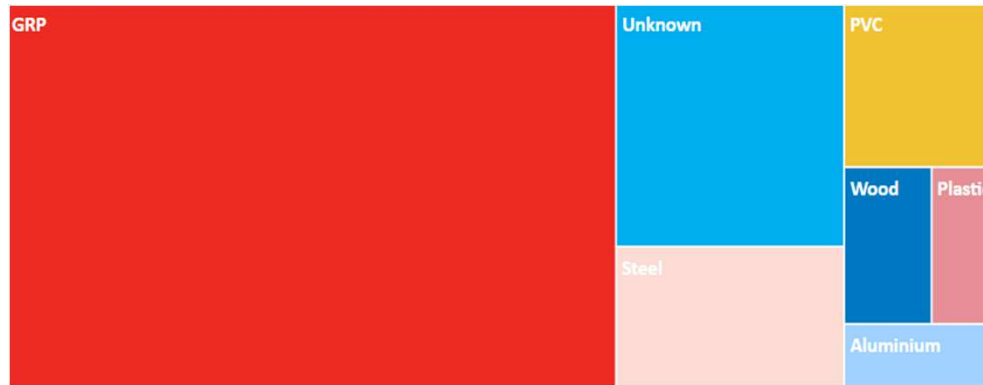
What affects the number of views?

- Prices under 400k get more views.
- Buyers search for used boats with a rate of up to 77%



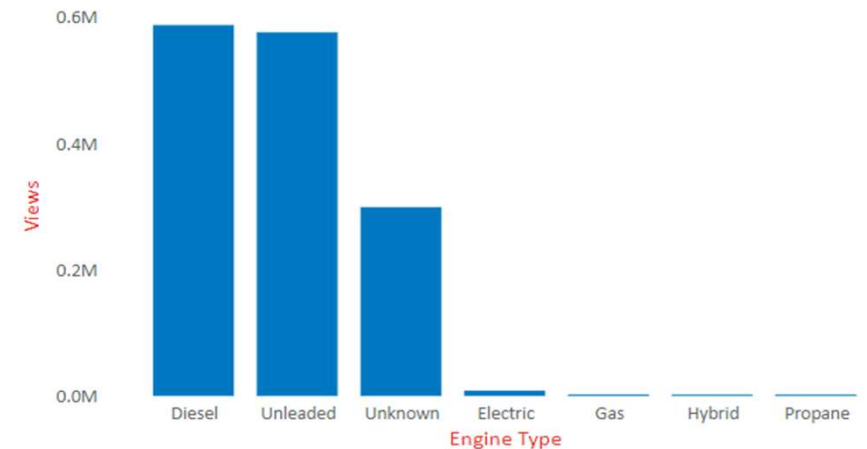
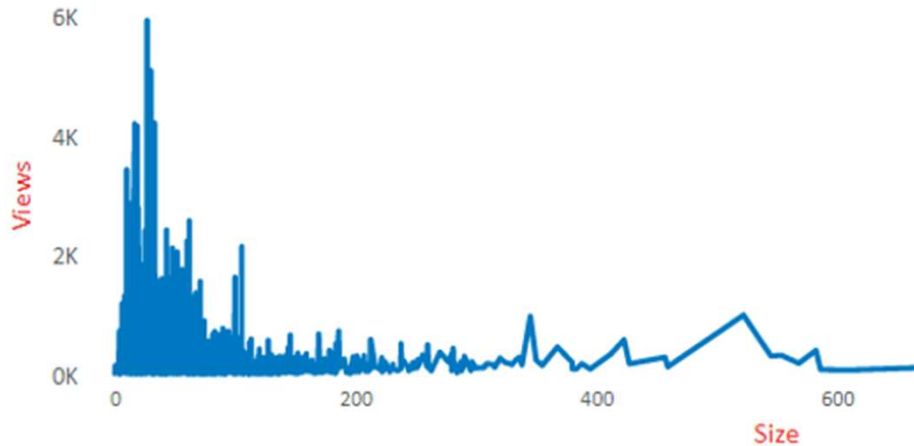
What affects the number of views?

- Boat material affects the views, but not much .
- Buyers search for Specific types more than others.



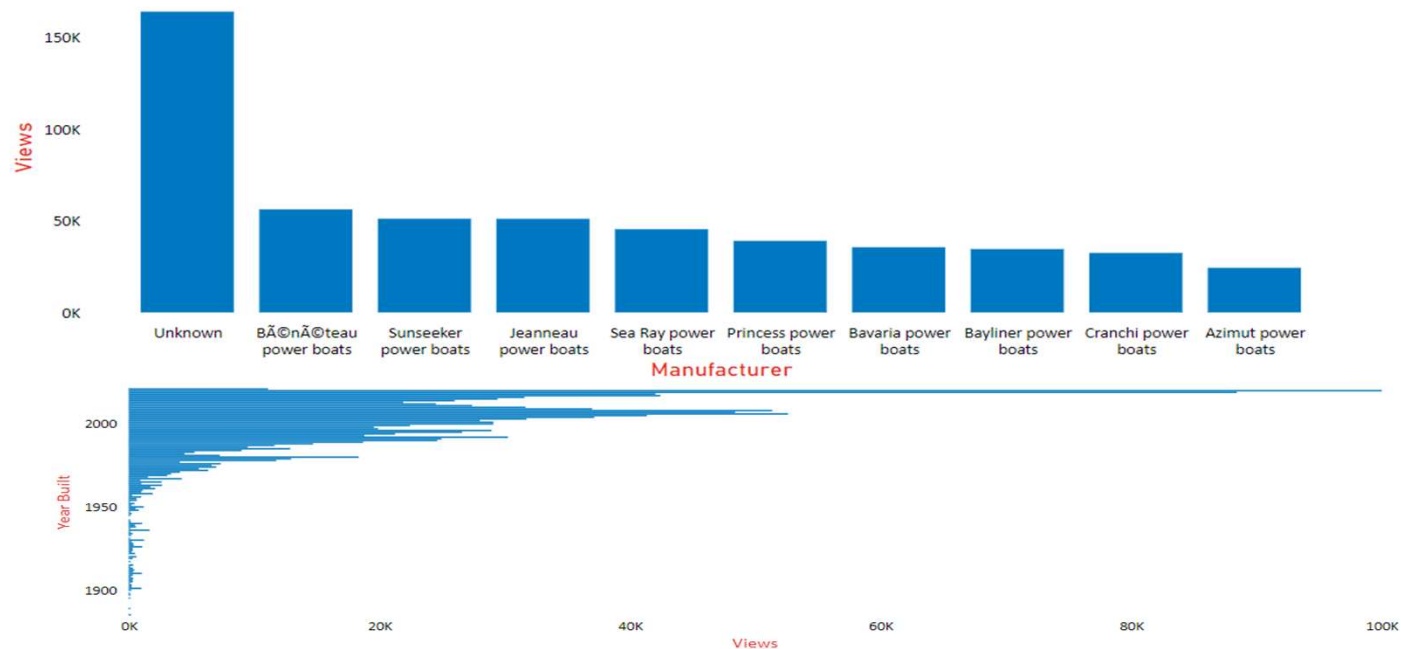
What affects the number of views?

- Small boats more attractive.
- People Preferred Diesel & unleaded boats.



What affects the number of views?

- Most buyers are not interested in the manufacturer.
- Modern boats attract attention.
- some prefer to see boats manufactured in the last 20 years.



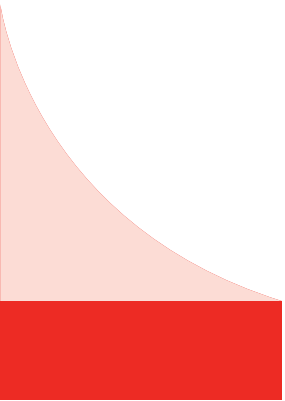

What affects the number of views?

- Demand is increasing in Europe, specifically in Bern, Italy, Germany, New Zealand and France.





Conclusion

- Focus on cheap and small boats.
 - Used motor yacht and sport boats are most popular.
 - Diesel, unleaded, GRP modern boats have top fans.
 - Europeans love boats, especially the northern and southern coasts such as Germany, Bern, Italy and France.
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Thanks!

Does anyone have any questions?
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