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Data Immersion Program
Exercise 6.1 Sourcing Open Data

Data Source

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

       This dataset was provided by Career Foundry, however there isn't any information on the collection methods or source itself. The dataset was created by Karthik Bhandary and uploaded to Kaggle. It was updated annually up until two years ago.

Data Profile

See Excel file for profile of raw and cleaned data.

Data Limitations and Ethics

       As this dataset is no longer being updated, some of the information may be out of date or have changed. This needs to be noted in the analysis. The locational data had some encoding issues that made it challenging to extract geographical data into a useable variable, and not all entries that contained locations were salvageable. It is also important to understand that some of the locations were either territories or self-governed dependencies which fell under the protection of larger countries, and I made the decision to have their country be the larger country. The state of some areas are under dispute as to whether they were a country or not, and since it is a complicated question and answer for the purpose of this project I simplified the best I could.

       It is possible that I have misstepped in this decision or could possibly offend someone because of the classification of these places. It is important that if I come into new information then I return to this project and change the classifications to reflect the country's name.

Objective

       Analyze online boat sales data to provide actionable insights into current market trends, popularity of different boat types, and formulate strategies to boost sales and online traffic.

Key Questions

- What is the most and least popular types of boats?
- Which boats garner the highest amount of online traffic? Is there an identifiable trait for why they draw more views?
- Is there a drop in popularity after a certain build year?
- Are newly built boats more popular than older ones?
- What style and material of boat is most and least favored?
- Does price affect popularity in online traffic?
- What are the top 5 leading countries for boats?
- Does boat size have any impact on popularity?