



# Deep Dive Into Boat Sales



**Nearly New Nautical**

# Objective

## Right Place

Where are our main target market place?

## Right Product

What are the Features among the most viewed boats?

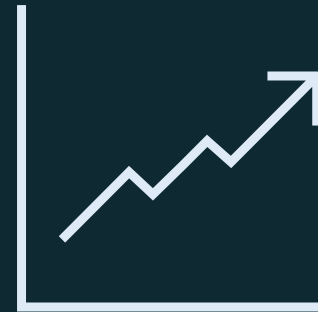
## Right Price

is it the most expensive boats that get the most views?

## Right People

Who should we approach to?

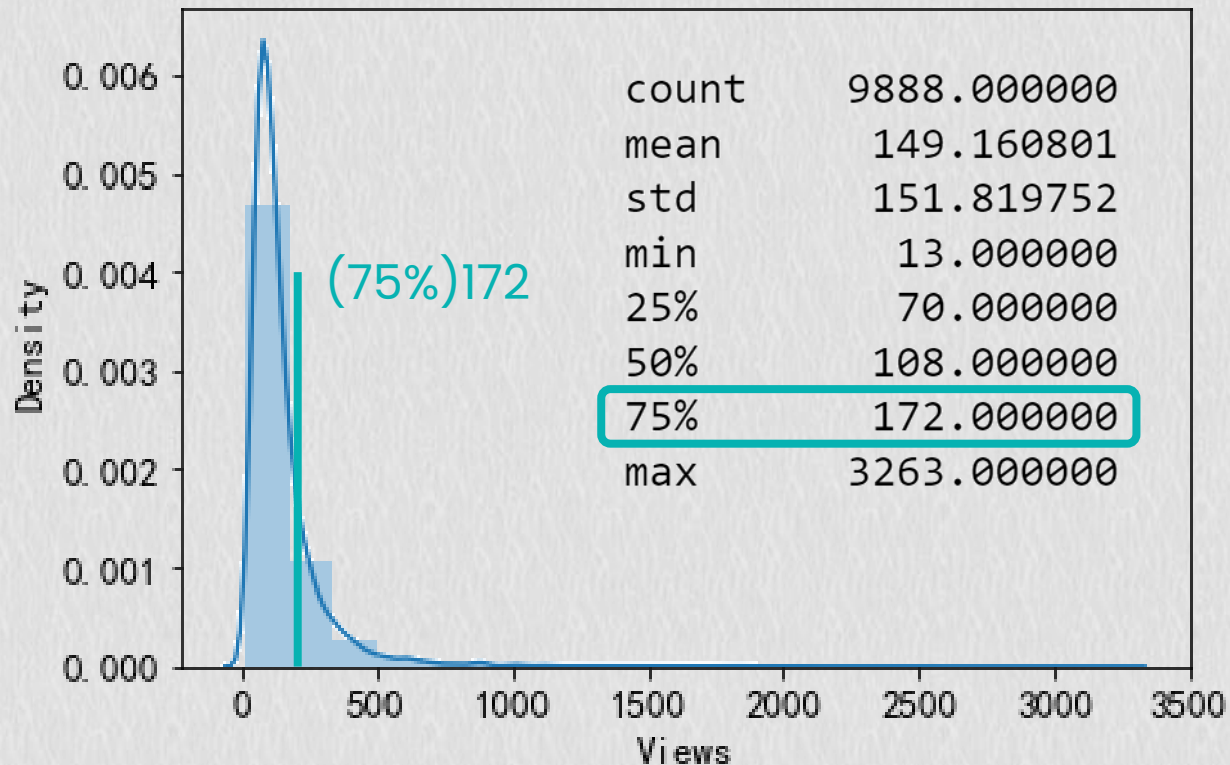
\$



Improve Views → improve sales



## How should we define popular boats?

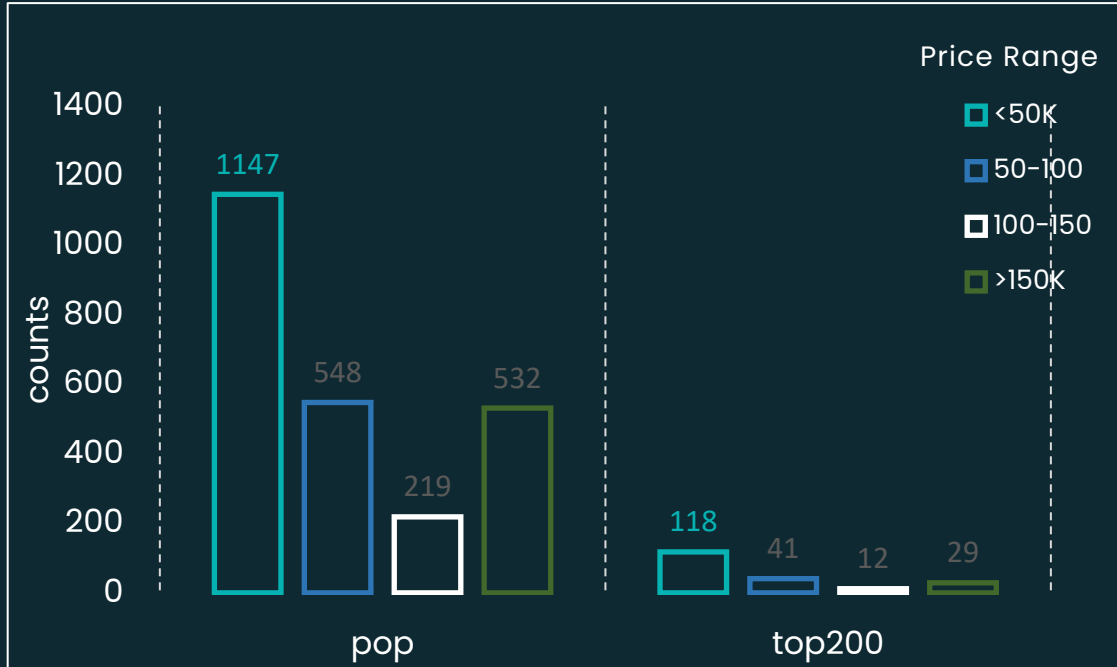


## Analysis Context

**views > 172 is defined as 'popular'**

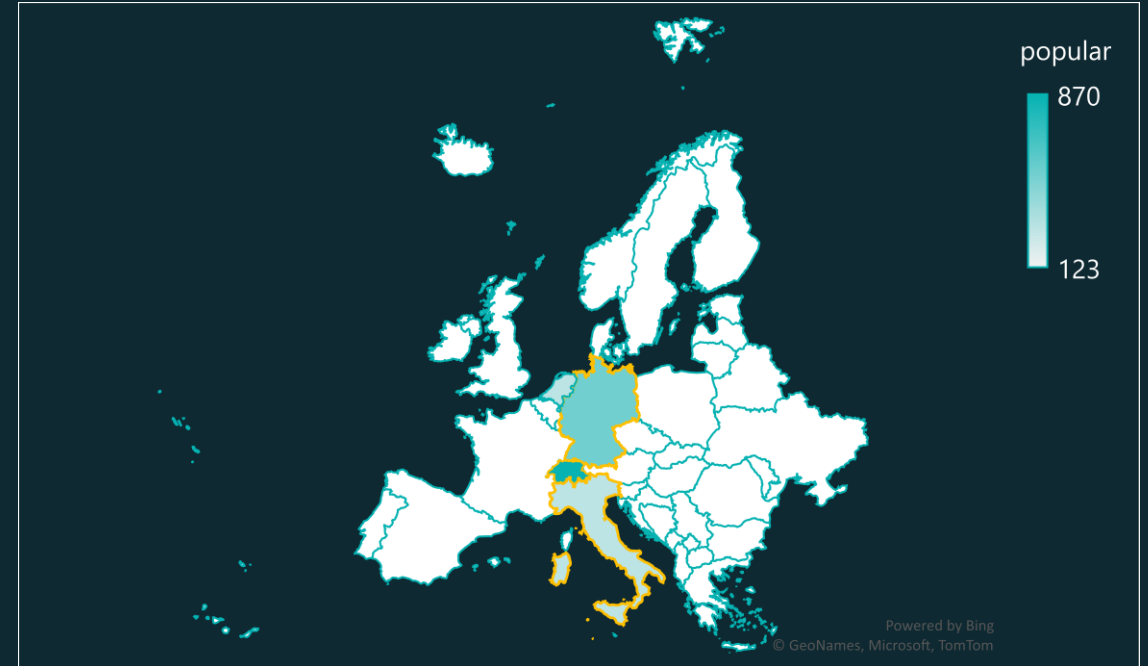
**All the conclusions are driven from top 15% records (2446 records).**

## So, what are the features of popular boats ?



### Price :

Price **range**  $\leq$  **US\$50K** are the most popular.  
Higher price does not lead to higher Views

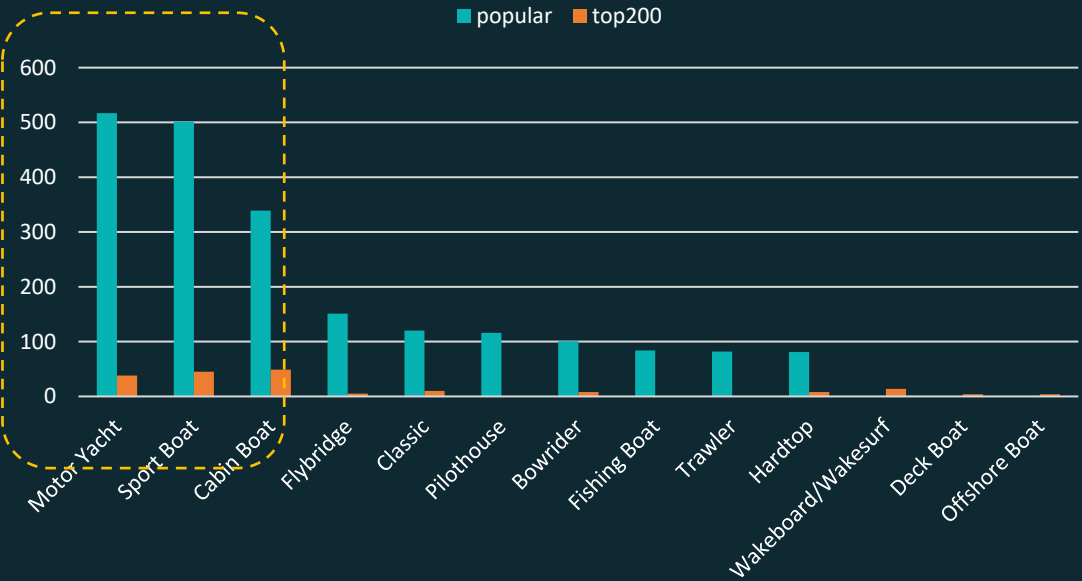


### Place:

Europe Market doing well. Main focus country:  
**Switzerland ,Germany & Italy**

# So, what are the features of popular boats ?

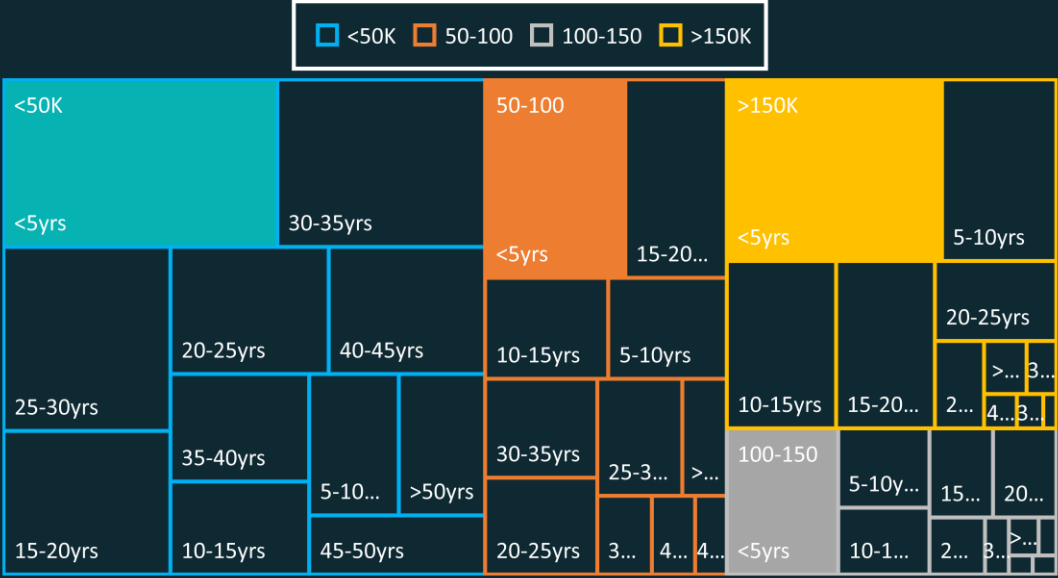
Popular Boats Type Ranking



## Product Details

**Boat Type:** Motor Yacht, Cabin Boat, Sport Boat

Year Range ranking in Different price group



## Product Details

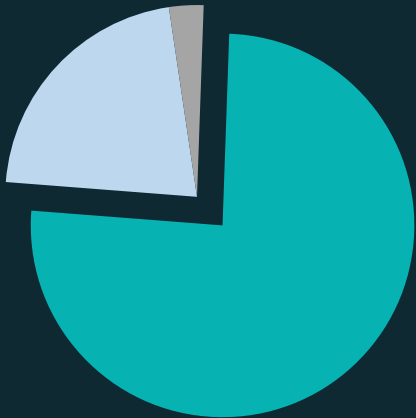
**Year Range:** < 5yrs is the 1<sup>st</sup> choice for all price groups

# So, what are the features of popular boats ?



Boat Condition ranking among popular boat

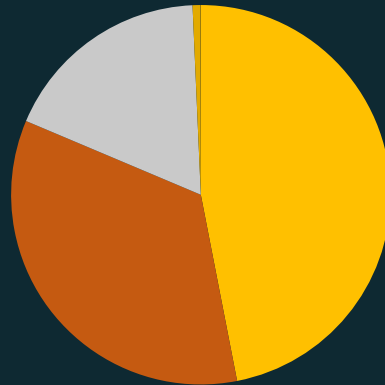
■ Used Boat ■ New Boat ■ Unknown



**Conditions: Prefer Used Boat**

Fuel Type Ranking

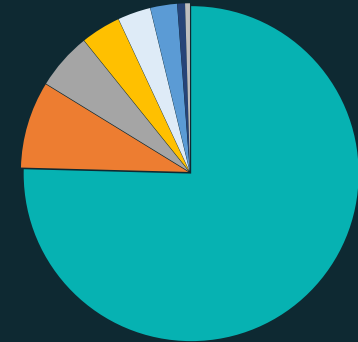
■ Unleaded ■ Diesel ■ Unknown ■ Electric ■ Hybrid



**Fuel Type: Unleaded Fuel**

Boat Material Ranking

■ GRP ■ Steel ■ Wood ■ Aluminium  
■ Plastic ■ PVC ■ Carbon Fiber ■ Thermoplastic



**Boat Material: GRP material**

**Product Details**



## **Right People:**

**Middle or high Income.**

**Perusing leisure Lifestyle**

**Loves outdoor. Adventures  
loves the ocean.**

**Environment friendly.**



# In Conclusion, what kind of infos should be added in the newsletter

## Right Place:

**Europe Market** Main focus country:  
**Switzerland, Germany & Italy**



## Right Product:

**Motor Yacht, Cabin Boat, Sport Boat**

**Year Range: < 5yrs**

**Description: Used Boat, Unleaded Fuel  
GRP material**

## Right Price :

**Price range <= US\$50K** are the most popular.

**Position boat: Affordable and budget**

## Right People:

**Middle or high Income.**

**Perusing leisure or quality Lifestyle.**

**Ocean lover;**

**Environment friendly.**