
Case Study Project - Boat Sales

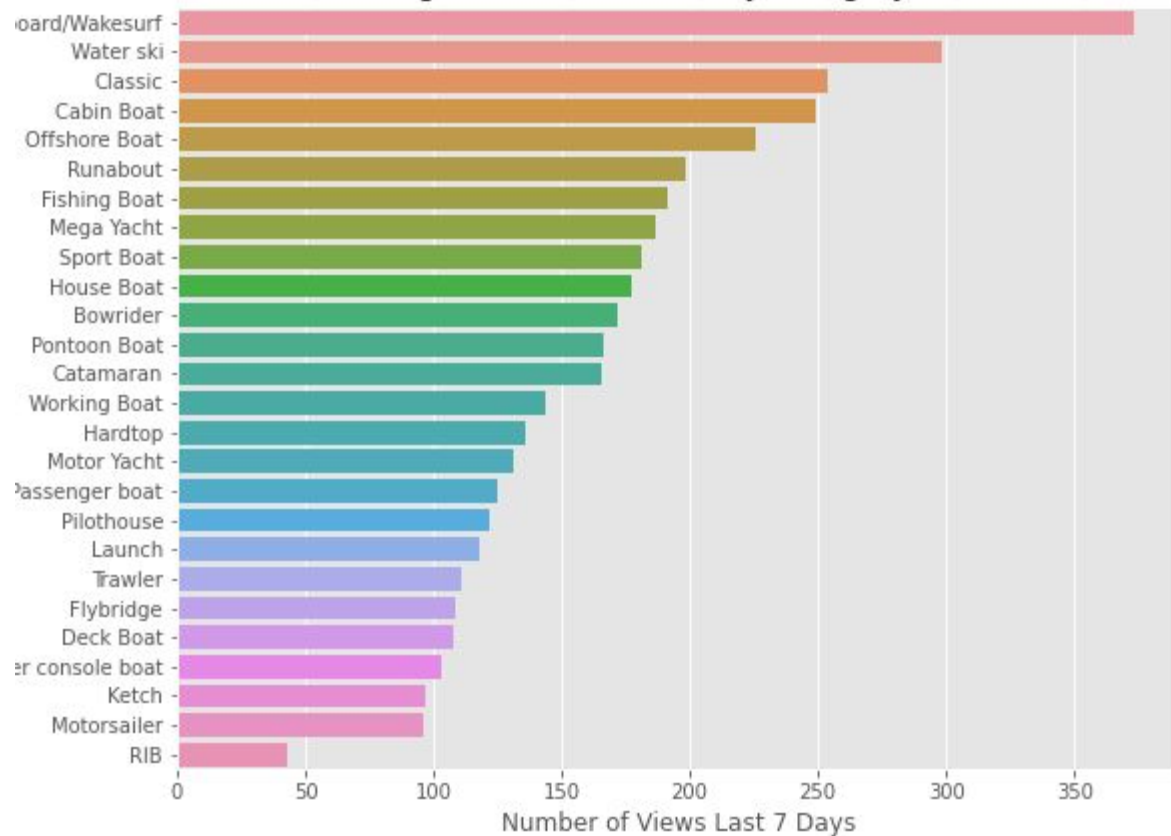
— Alastair Thomson 7/12/2021 —

Goals for this presentation

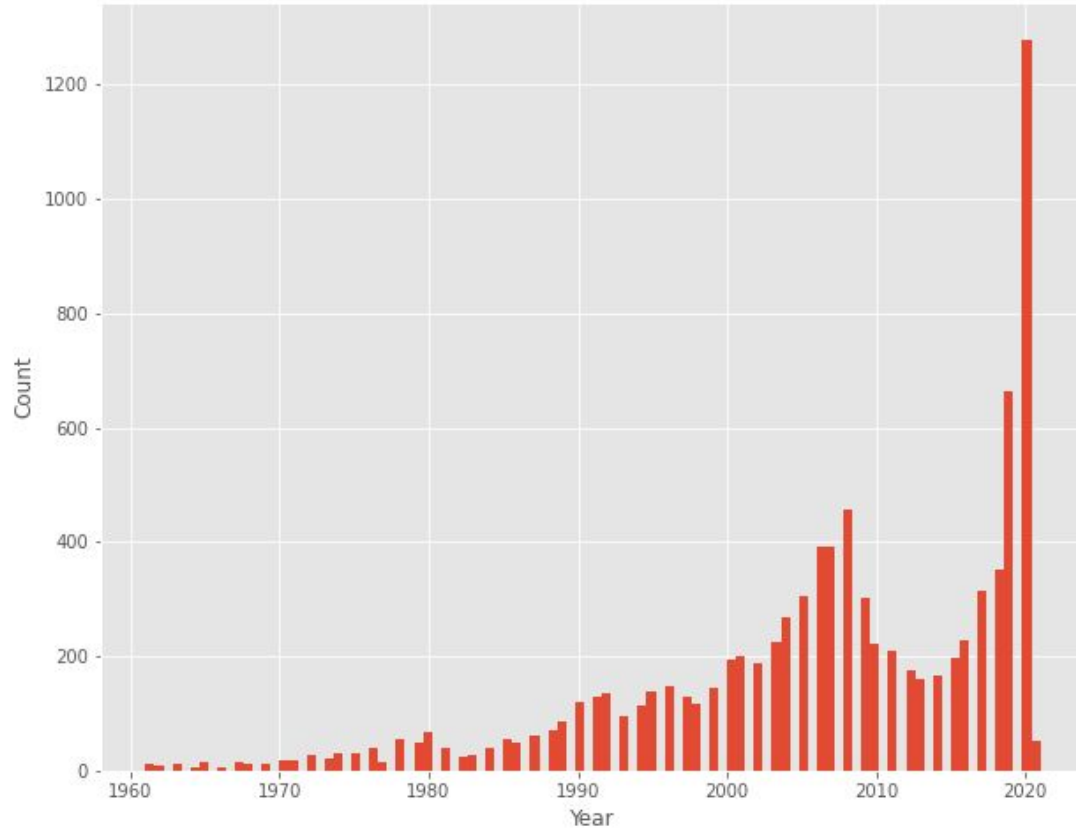
- What types of boats characterize most viewed boat listings?
- Which variables correlate most highly with number of views?

Which types of boat characterize most viewed boat listings?

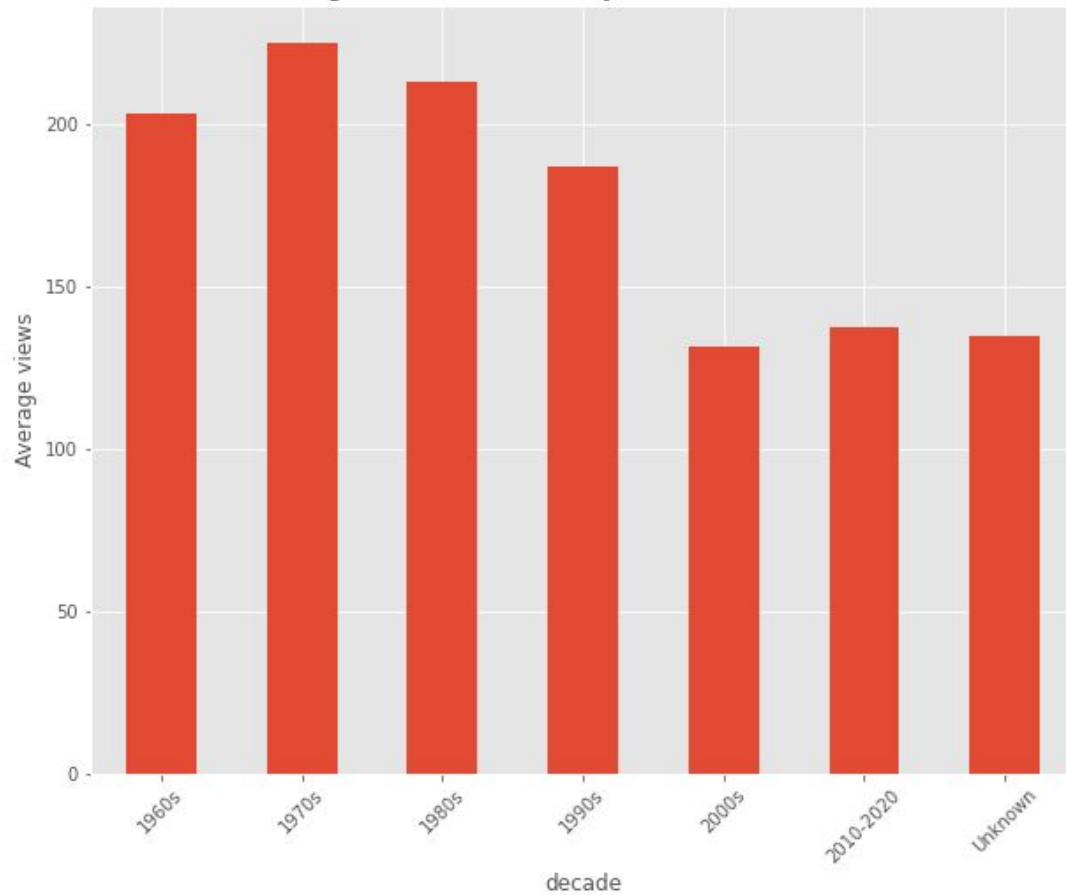
Average number of views by Category of Boat



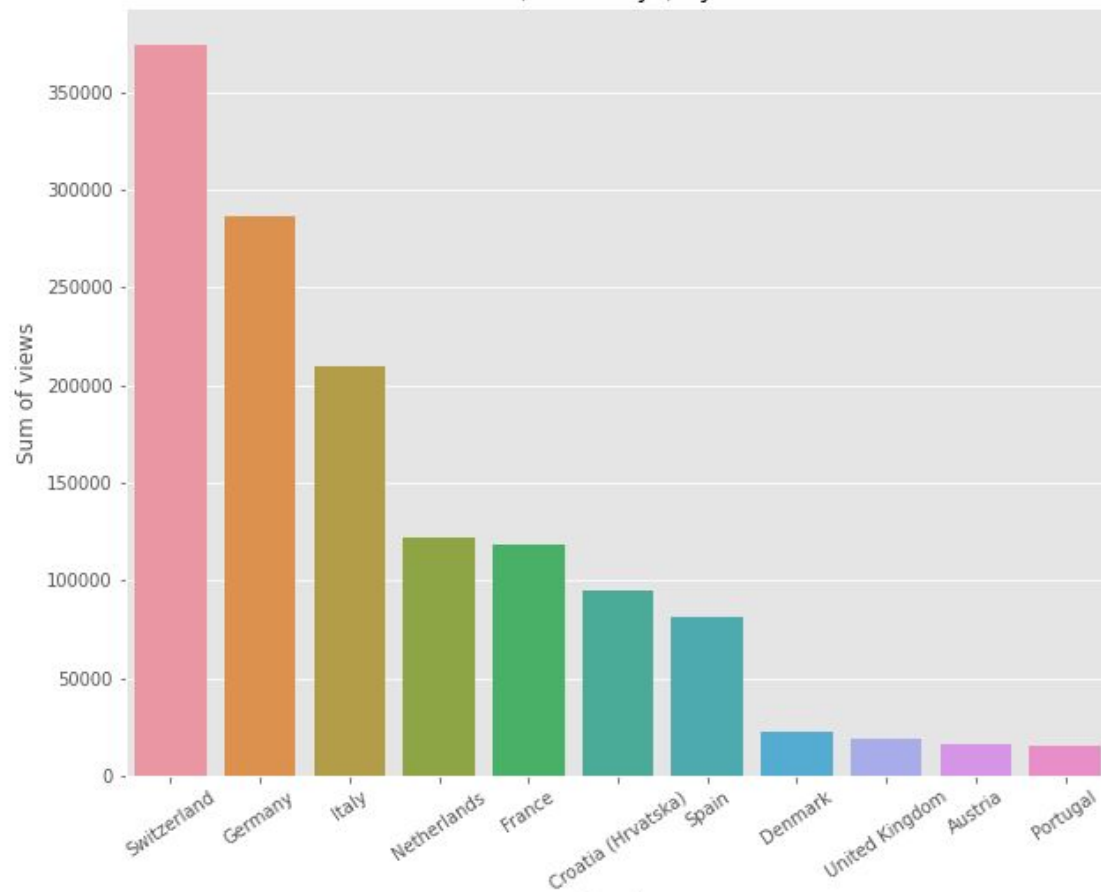
Distribution of Year Built



Average number of views by Decade Boat was Built

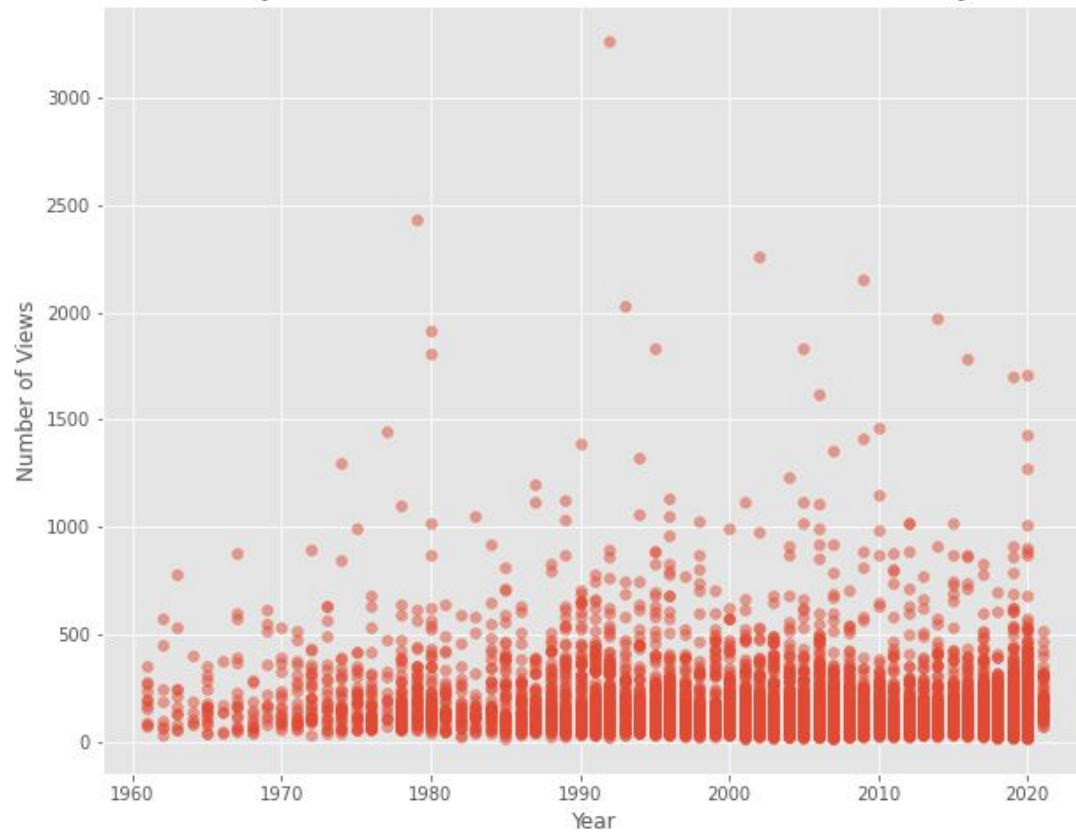


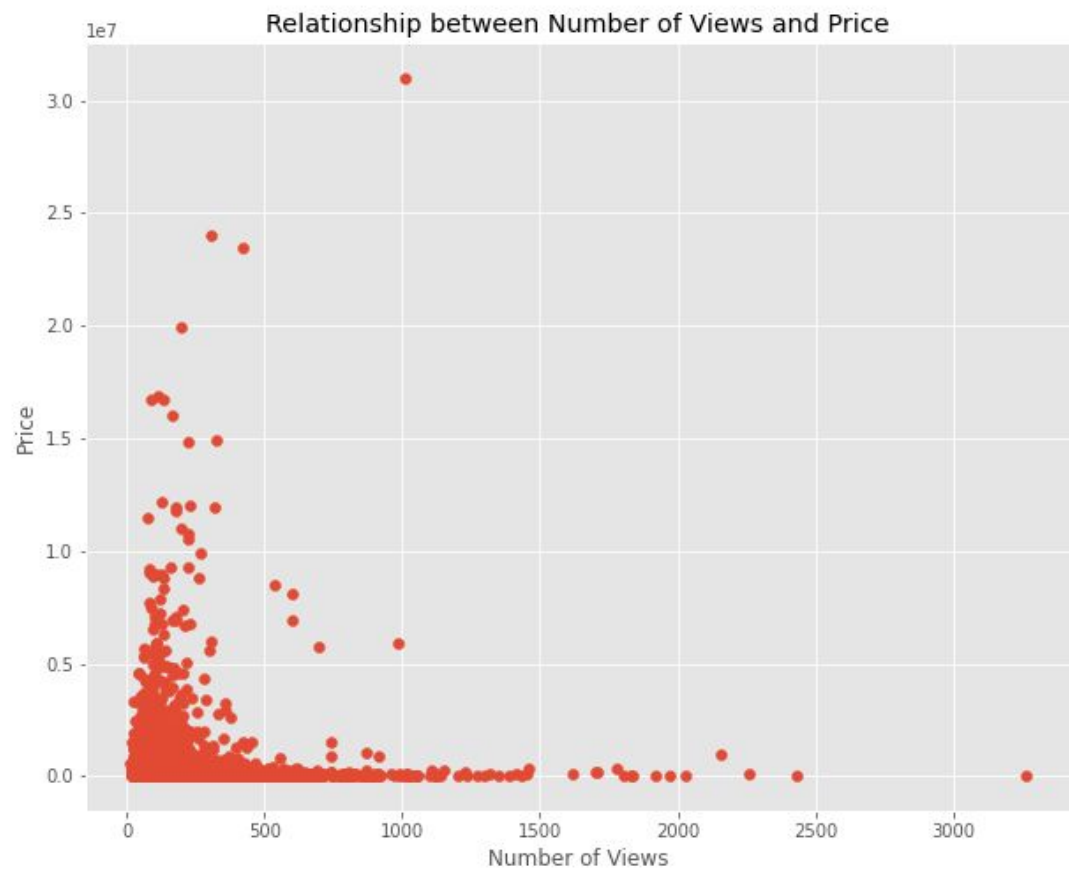
Sum of views (last 7 days) by Boat Location



Which variables correlate most with number of views?

The year built versus the Number of Views in the Last 7 Days





Conclusion

- The most viewed boats are of wakesurf, wakeboard and waterski type.
- Most of the boats in the dataset are built between 2010 and 2020 and are located in Switzerland, Germany and Italy.
- Price has the highest Pearson correlation with number of views in the last 7 days with -0.289

Key takeaways

- In general, users are more likely to view boats related to watersport
- Users tend to prefer boats from the 60s and 70s
- Broadly speaking, the lower the price of the boat, the more likely it is to be viewed.
- Boats from Central/Southern Europe and the most popular.