

# Case Study Project: Boat Sales

Yacht and boat sales website in need of insight for their newsletter

What trends are seen in the past 7 days

- Which country brings in the most views
- Which boat is the hottest
- Is there a correlation between countries and certain views

Data set offered by the company to find their answers

Price	Boat Type	Manufacturer	Type	Year Built	Length	Width	Material	Location	Number of views last 7 days
CHF 3337	Motor Yacht	Rigflex power boats	new boat from stock	2017	4	1.9		Switzerland A.A. Lake Geneva A.A. VAF@senaz	226
EUR 3490	Center console boat	Terhi power boats	new boat from stock	2020	4	1.5	Thermoplastic	Germany A.A. Baffinlingstedt	75
CHF 3770	Sport Boat	Marine power boats	new boat from stock	0	3.69	1.42	Aluminium	Switzerland A.A. Lake of Zurich A.A. Stöckli ZH	124
DKK 25900	Sport Boat	Pioner power boats	new boat from stock	2020	3	1		Denmark A.A. Svendborg	64
EUR 3399	Fishing Boat	Linder power boats	new boat from stock	2019	3.55	1.46	Aluminium	Germany A.A. Bayern A.A. MAFAnichten	58
CHF 3650	Sport Boat	Linder power boats	new boat from stock	0	4.03	1.56	Aluminium	Switzerland A.A. Lake Constance A.A. Utwil	132
CHF 3600	Catamaran		Used boat,Unloaded	1999	6.2	2.38	Aluminium	Switzerland A.A. Neuenburgersee A.A. Yvonand	474
DKK 24800	Sport Boat		Used boat	0	3			Denmark A.A. Svendborg	134
EUR 3333	Fishing Boat	Crescent power boats	new boat from stock	2019	3.64	1.37		Germany A.A. Bayern A.A. Boote-service Obelbayern	45
EUR 3300	Pontoon Boat	Whaly power boats	new boat from stock	2018	4.35	1.73		Italy A.A. Dornelleto	180
CHF 3500	Fishing Boat	Terhi power boats	Used boat,Electric	1987	4.35	1.75	GRP	Switzerland A.A. Seengen	239

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# Notable dataset changes

- Splitting Type to Type / Fuel

Type	Type	Fuel
new boat from stock,Diesel	new boat from stock	Diesel
new boat from stock,Electric	new boat from stock	Electric
new boat from stock,Unleaded	new boat from stock	Unleaded
Used boat,Diesel	Used boat	Diesel
Used boat,Electric	Used boat	Electric
Used boat,Unleaded	Used boat	Unleaded

- Splitting Location to Country / Location

Location	Country	Location
Switzerland --> Lago Maggiore --> Locarno	Switzerland	Lago Maggiore --> Locarno
Germany --> Landshut	Germany	Landshut
Netherlands --> Sneek	Netherlands	Sneek
Germany --> Bayern --> Forchheim/Ofr.	Germany	Bayern --> Forchheim/Ofr.
Denmark --> Svendborg	Denmark	Svendborg
Germany --> Bayern --> München	Germany	Bayern --> München

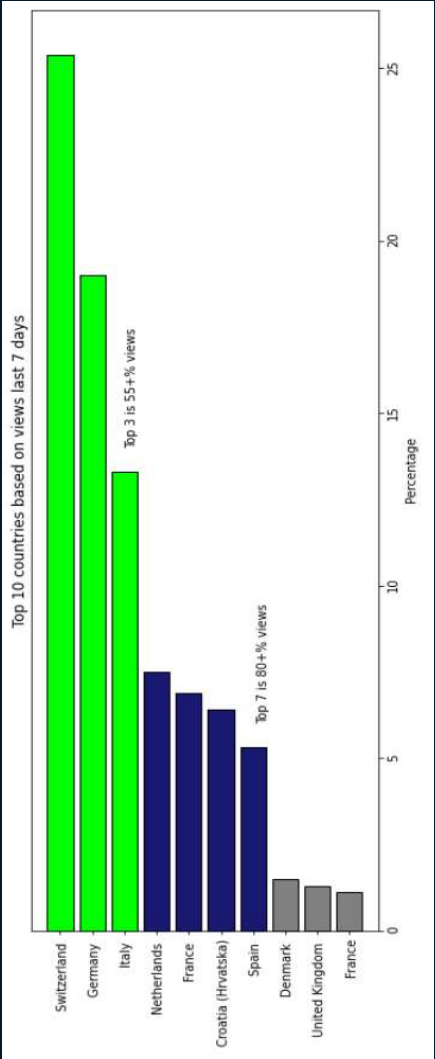
- Splitting Price to Currency / Amount and calculate it to €

Price	Currency	Amount	Exchange Rate	BasicCurrAmount
EUR 8350000	EUR	8350000		1 € 8,350,000.00
EUR 7900000	EUR	7900000		1 € 7,900,000.00
GBP 6500000	GBP	6500000		1.19 € 7,735,000.00
GBP 6360000	GBP	6360000		1.19 € 7,568,400.00
GBP 6250000	GBP	6250000		1.19 € 7,437,500.00
EUR 7250000	EUR	7250000		1 € 7,250,000.00

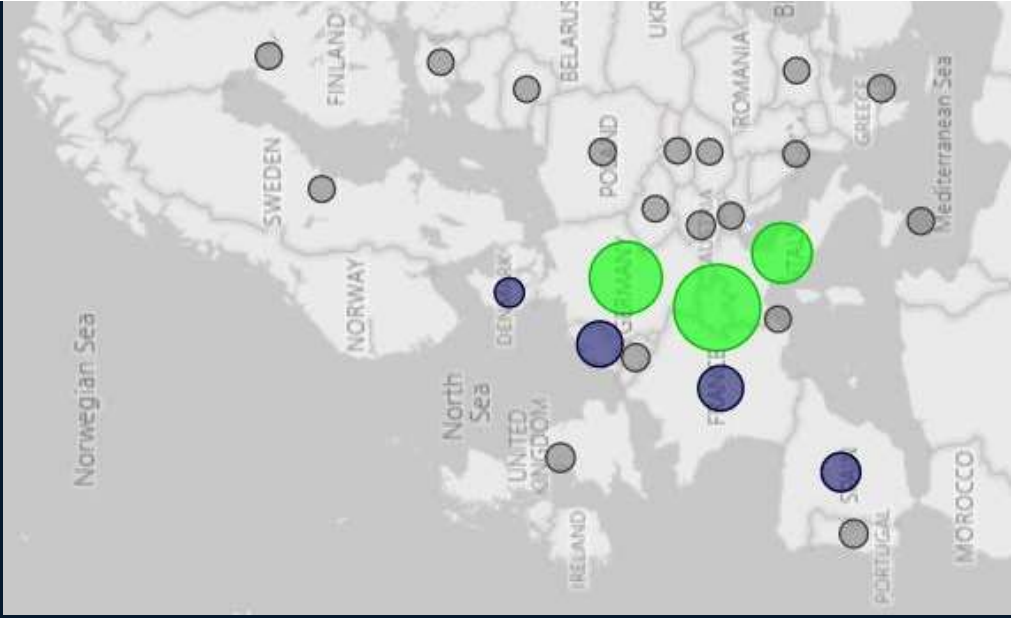
# Defining best viewing locations

Views		Percentage
Country		
Switzerland	374125	25.4
Germany	279812	19.0
Italy	196081	13.3
Netherlands	110436	7.5
France	102002	6.9
Croatia (Hrvatska)	94802	6.4
Spain	78146	5.3
Denmark	22355	1.5
United Kingdom	19277	1.3
France	16096	1.1

Total views
1.5M

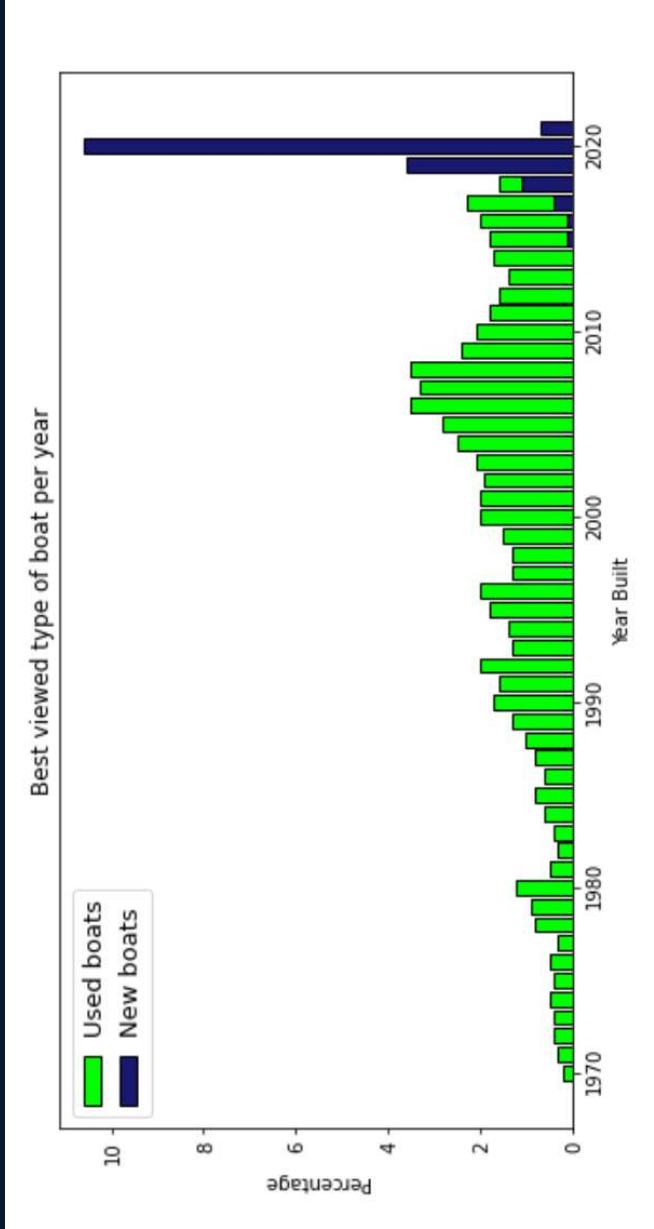


120 unique countries  
Top 3 = 2.5%  
Top 7 = 5.8%



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# New boats vs Used boats

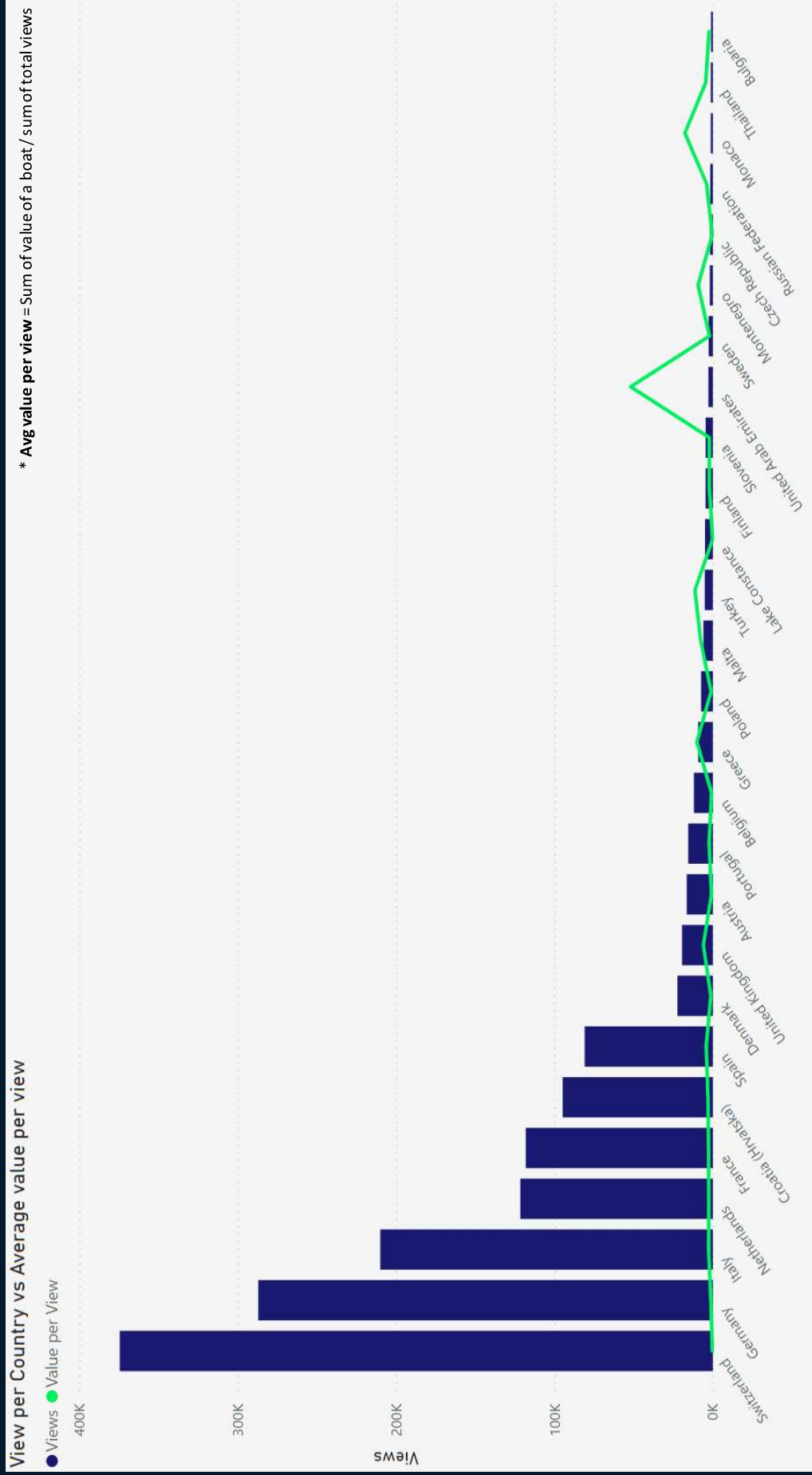


- Best built year for NEW boats: 2018
- Best built year for USED boats: 2004
- Built years between 1990 and 2005 decent for USED boats views

Views_Used		
Year_Built	Views_Used	Percentage
2004	36924	2.5
2005	41207	2.8
2006	52198	3.5
2007	47995	3.3
2008	51061	3.5

Views_New		
Year_Built	Views_New	Percentage
2017	5899	0.4
2018	16464	1.1
2019	53217	3.6
2020	156025	10.6
2021	10811	0.7

# Defining best viewing locations



## Case Study Project: Boat Sales

# Distribution based on Type and Fuel

Only interested in new boats

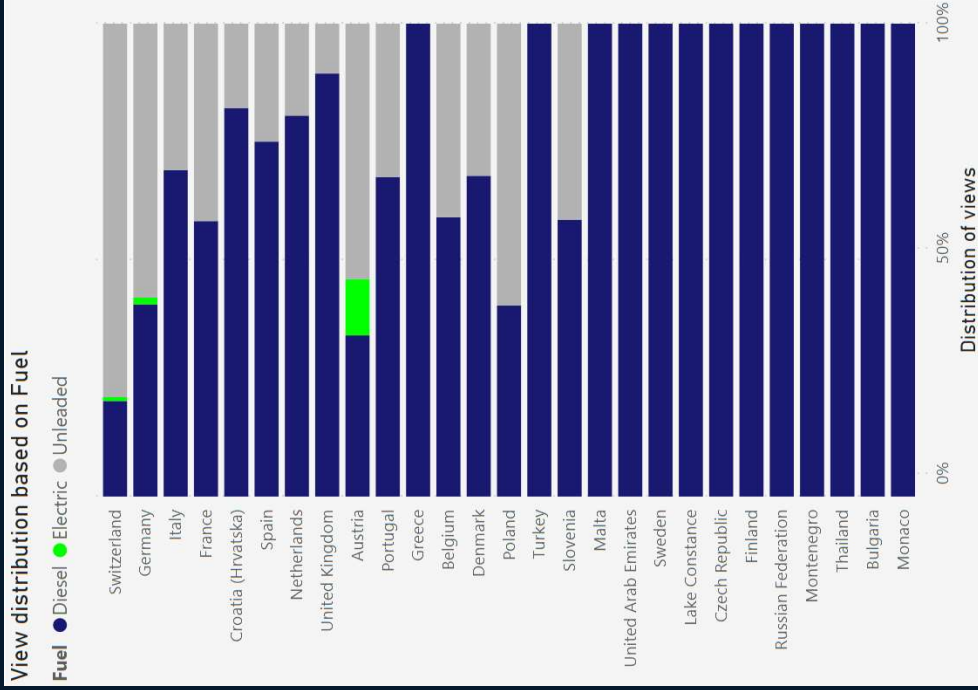
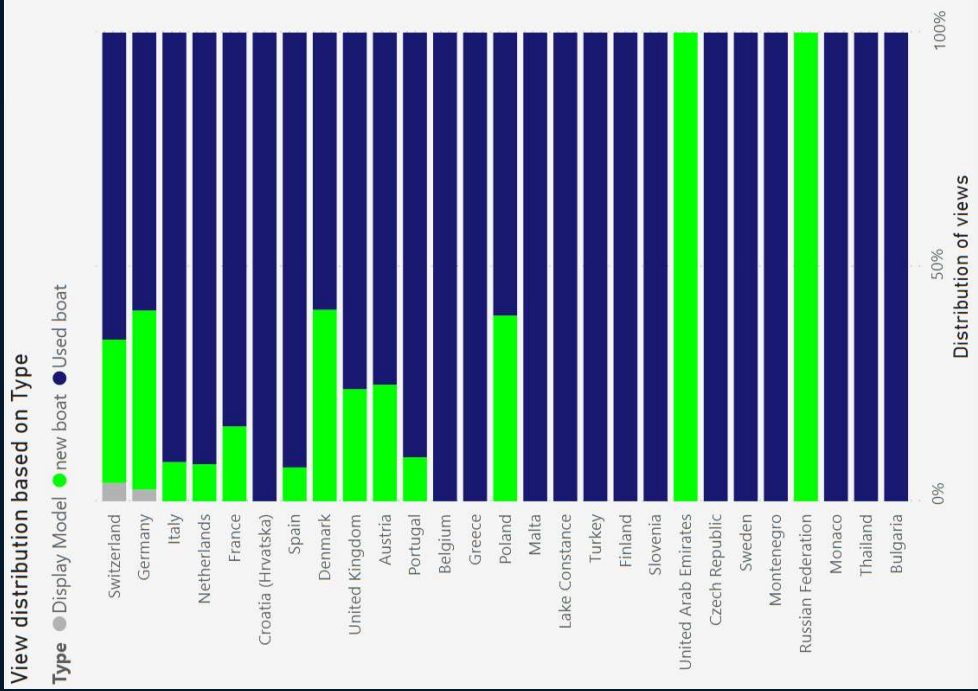
- United Arab Emirates
- Russian Federation

Only interested in used boats

- Croatia
- Belgium
- Greece

Display models only viewed by:

- Switzerland
- Germany



A dozen of countries exclusively for Diesel same story for Unleaded

Only countries in boats:

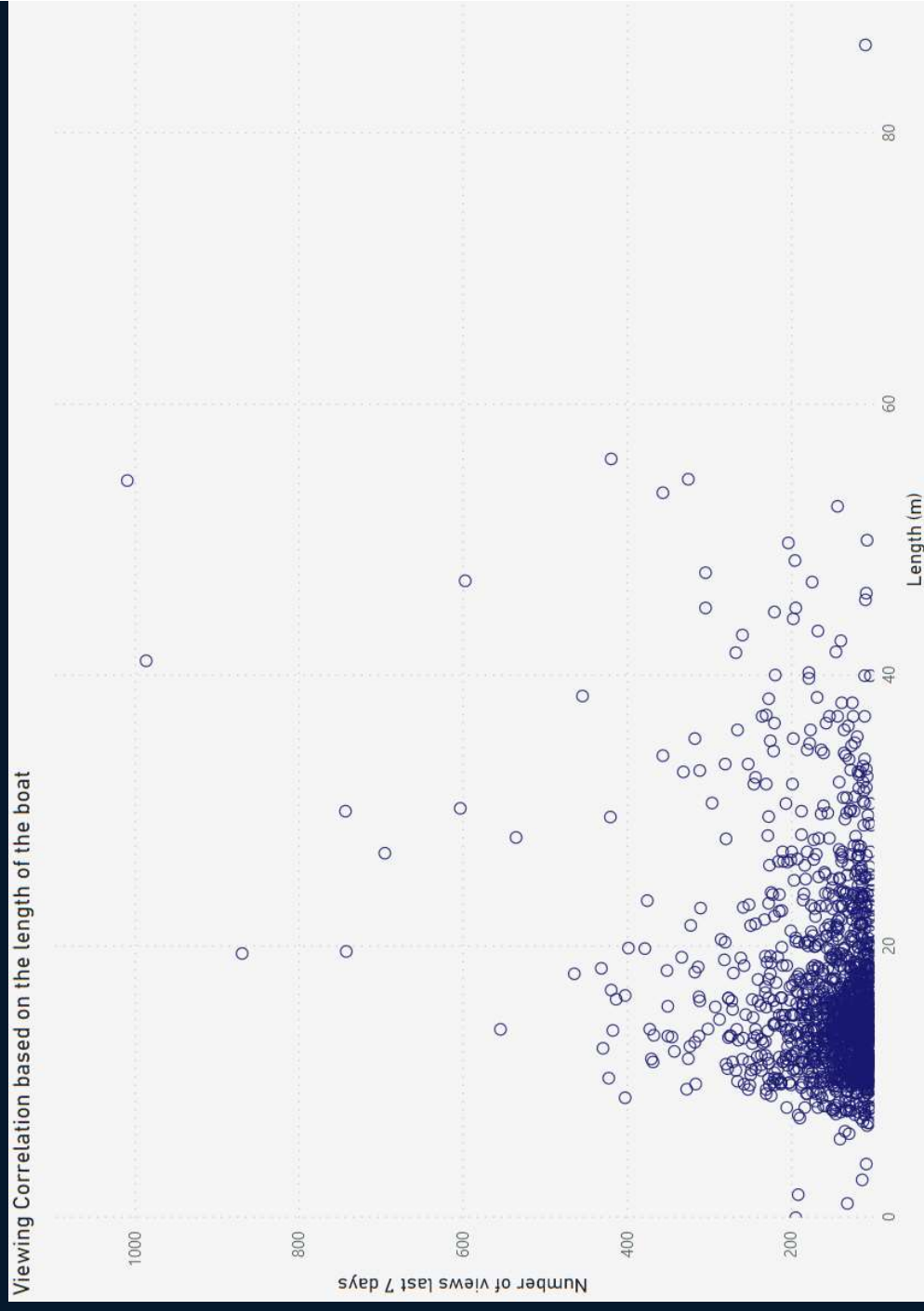
- Austria
- Germany
- Switzerland

# Impact of length on views

Most common boats are between 5 and 20 meters

But the most views on a boat are usually between 15 and 40 meters

With the top viewed bigger than 50 meters!



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## Conclusion:

More than 80% of the views are generated with 7 of the 120 countries.

The countries which create the most views are more likely to search for cheaper boats.

Customers loses interest in new boats if they are older then 3 years, they will shift to the used boats category.

Trends in type are country oriented.

- United Arab Emirates & Russian Federation → exclusive NEW boats
- Croatia, Belgium, Greece → exclusive USED boats

Little to no interest in electric boats.

Most common boats are between 5 and 25 meters, but the most watch are between 30 and 60 meters.