

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	Rigiflex power boats	new boat from stock	2017	4	1.9		Switzerland & Lake Geneva & V&A@senaz	226
EUR 3490	Center console boat	Terhi power boats	new boat from stock	2020	4	1.5	Thermoplastic	Germany & B&A@nningstedt Switzerland & Lake of Zurich	75
CHF 3770	Sport Boat	Marine power boats	new boat from stock	0	3.69	1.42	Aluminium	& St&Afa ZH	124
DKK 25900	Sport Boat	Pioner power boats	new boat from stock	2020	3	1		Denmark & Svendborg	64
EUR 3399	Fishing Boat	Linder power boats	new boat from stock	2019	3.55	1.46	Aluminium	Germany & Bayern & M&A@nchen	58
CHF 3650	Sport Boat	Linder power boats	new boat from stock	0	4.03	1.56	Aluminium	Switzerland & Lake Constance & Uttwil	132
CHF 3600	Catamaran		Used boat,Unleaded	1999	6.2	2.38	Aluminium	Switzerland & Neuenburgersee & Yvonand	474
DKK 24800	Sport Boat		Used boat	0	3			Denmark & Svendborg	134
EUR 3333	Fishing Boat	Crescent power boats	new boat from stock	2019	3.64	1.37		Germany & Bayern & Boote+service Oberbayern	45
EUR 3300	Pontoon Boat	Whaly power boats	new boat from stock	2018	4.35	1.73		Italy & Dormelletto	180
CHF 3500	Fishing Boat	Terhi power boats	Used boat,Electric	1987	4.35	1.75	GRP	Switzerland & Seengen	239

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

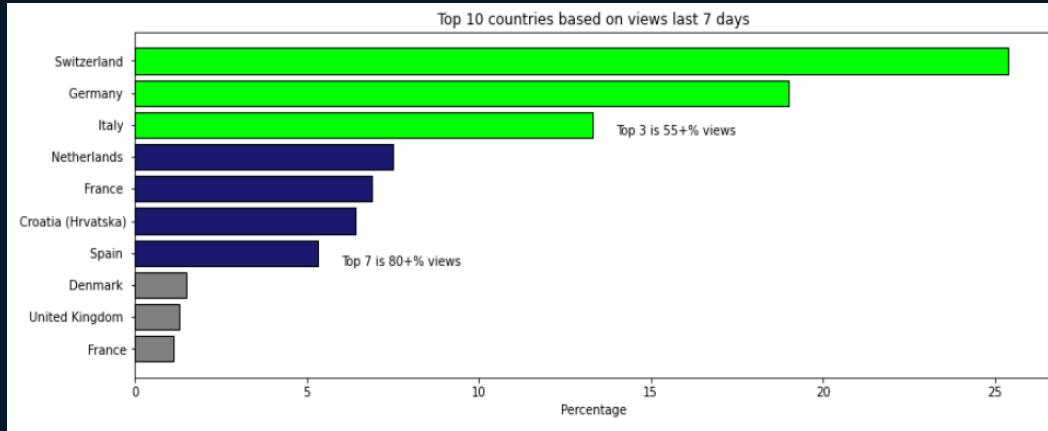
- Splitting Price to Currency / Amount and calculate it to € EUR

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

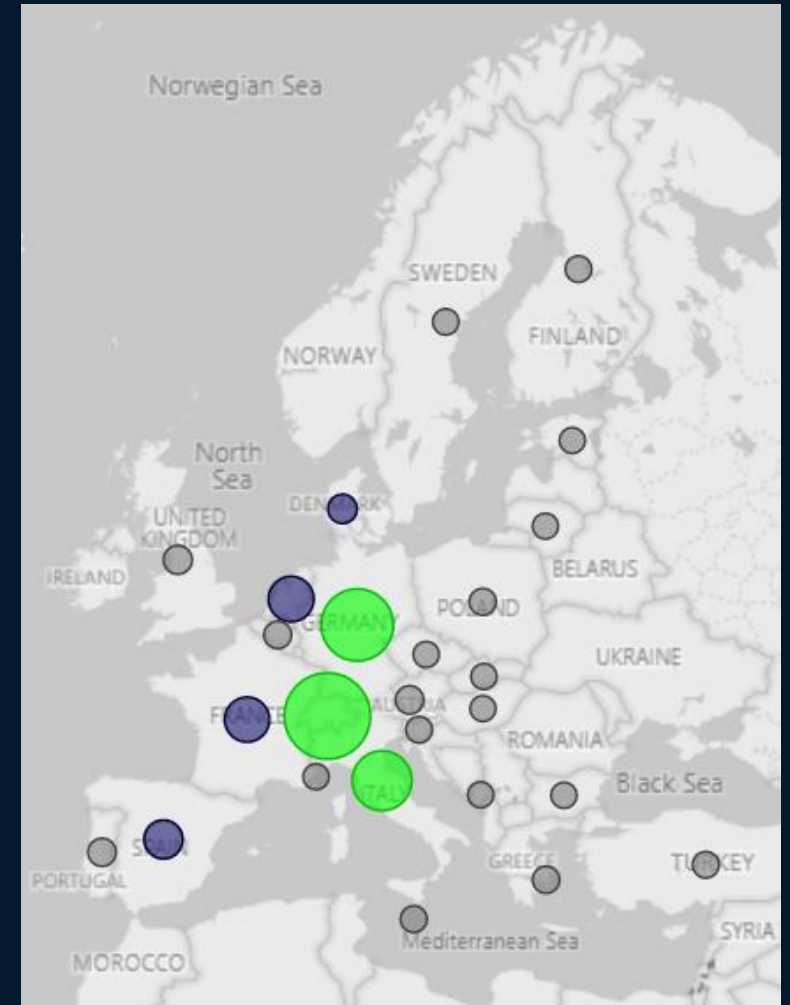
Defining best viewing locations

	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

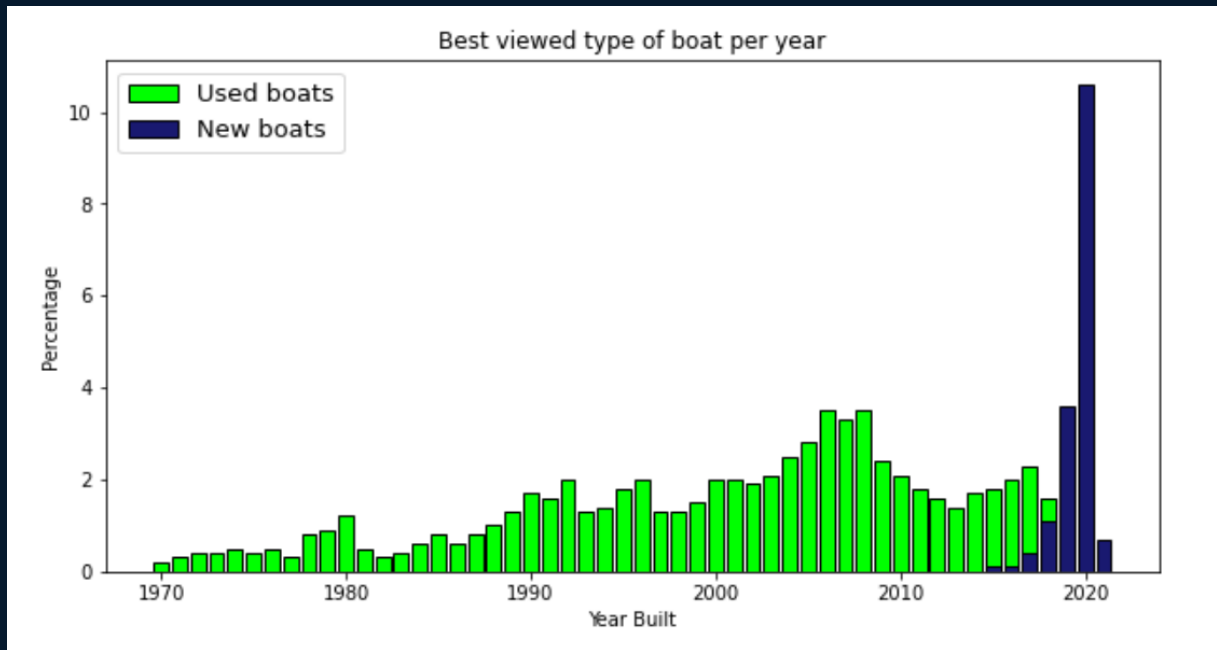
Total views
1.5M



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



New boats vs Used boats



- Best built year for NEW boats: 2018-2020
- Best built year for USED boats: 2004-2008
- Built years between 1990 and 2005 is decent for USED boats views

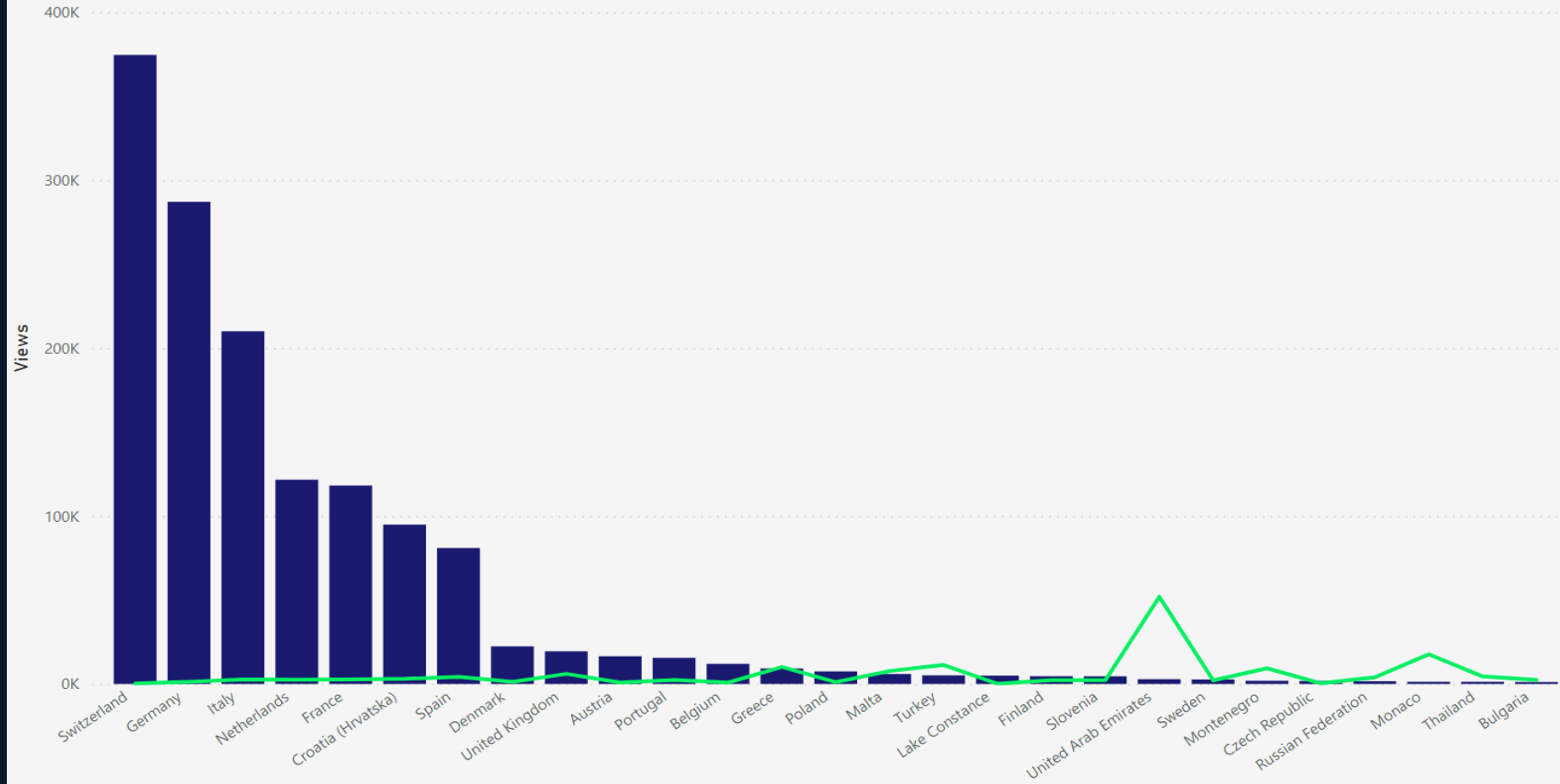
	Views_Used	Percentage
Year_Built		
2004	36924	2.5
2005	41207	2.8
2006	52198	3.5
2007	47995	3.3
2008	51061	3.5

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

Defining best viewing locations

View per Country vs Average value per view

● Views ● Value per View



Total views		Avg value per view	
1.47M		€ 2,018	
Country	Views	Value per View	
Switzerland	374431	€ 293.6	
Germany	286993	€ 1,290.2	
Italy	209958	€ 2,649.7	
Netherlands	121550	€ 2,512.0	
France	118098	€ 2,630.9	
Croatia (Hrvatska)	94802	€ 3,049.1	
Spain	80914	€ 4,281.0	
Denmark	22355	€ 1,237.1	
United Kingdom	19427	€ 5,982.7	
Austria	16471	€ 821.9	
Portugal	15536	€ 2,324.8	
Belgium	11946	€ 828.0	
Greece	9200	€ 10,097.9	
Poland	7440	€ 1,071.3	
Malta	5927	€ 7,695.5	
Turkey	5112	€ 11,277.1	
Lake Constance	4933	€ 101.0	
Finland	4584	€ 2,205.1	
Slovenia	4537	€ 2,253.1	
United Arab Emirates	2811	€ 51,879.0	
Sweden	2644	€ 2,076.0	
Montenegro	1877	€ 9,299.1	
Czech Republic	1771	€ 351.8	
Russian Federation	1607	€ 3,914.2	
Monaco	1273	€ 17,629.2	
Thailand	1267	€ 4,461.7	
Bulgaria	1140	€ 2,384.2	

Distribution based on Type and Fuel

Only interested in new boats

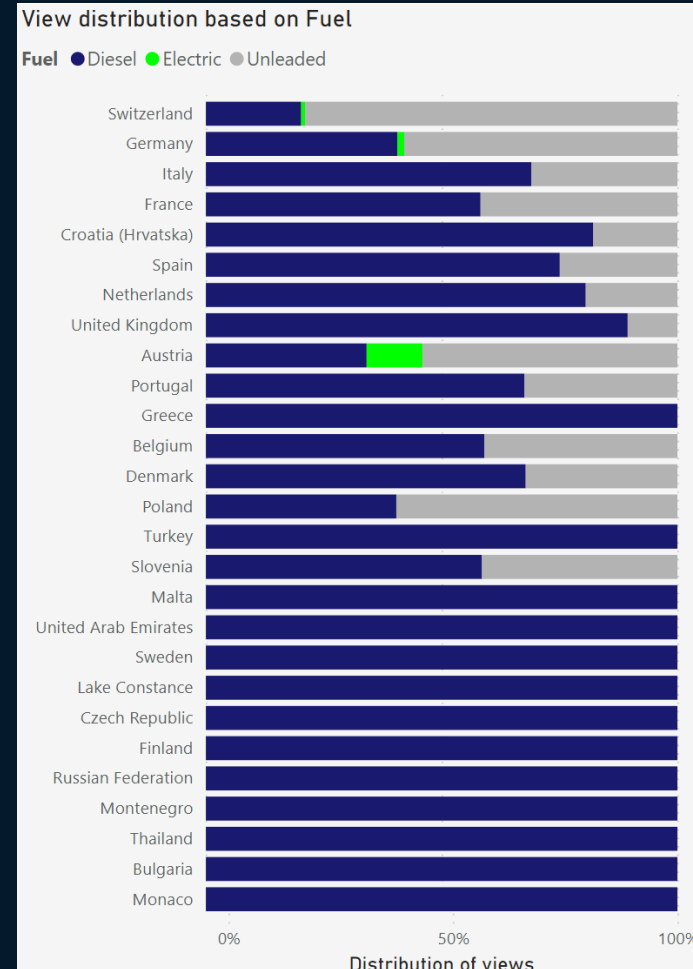
- United Arab Emirates
- Russian Federation

Only interested in used boats

- Croatia
- Belgium
- Greece

Display models only viewed by:

- Switzerland
- Germany



A dozen of countries choose exclusively for Diesel, but not the same story for Unleaded

Only countries interested in electric boats:

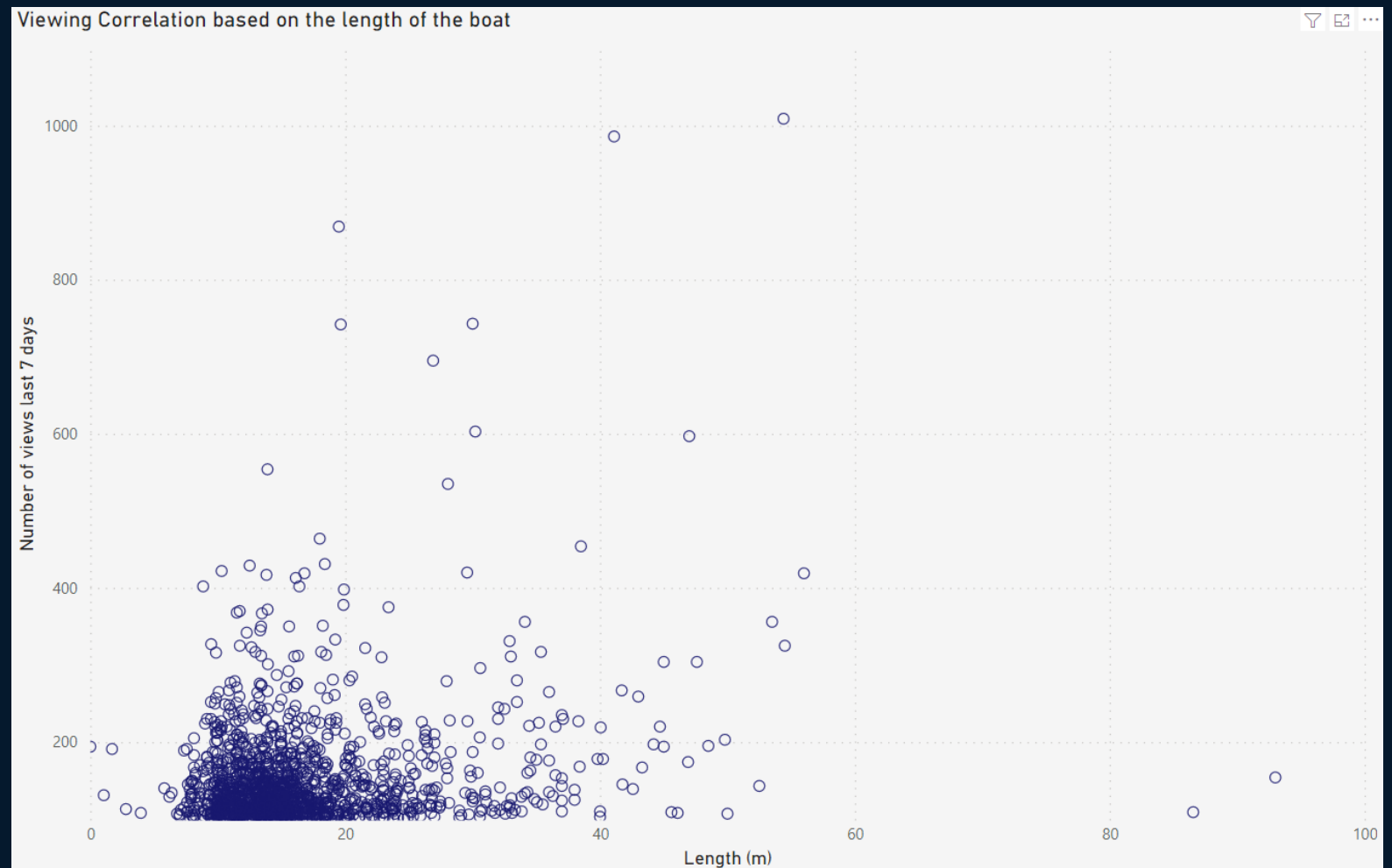
- Austria
- Germany
- Switzerland

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!



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.