Customer Demographic Information with Rental Revenue and Time

⚓ BOYD LAKE MARINA

Sum of Rental Revenue by Customer Gender

222.29K (45.17%)

269.8K (54.83%)

Customer Gender
- 🟢 Male
- 🔵 Female

Sum of Rental Revenue by Year

0.3M

0.2M

0.1M

0.0M

2021   2022   2023

Year

Sum of Rental Revenue

Top Ten Rental States

Microsoft Bing
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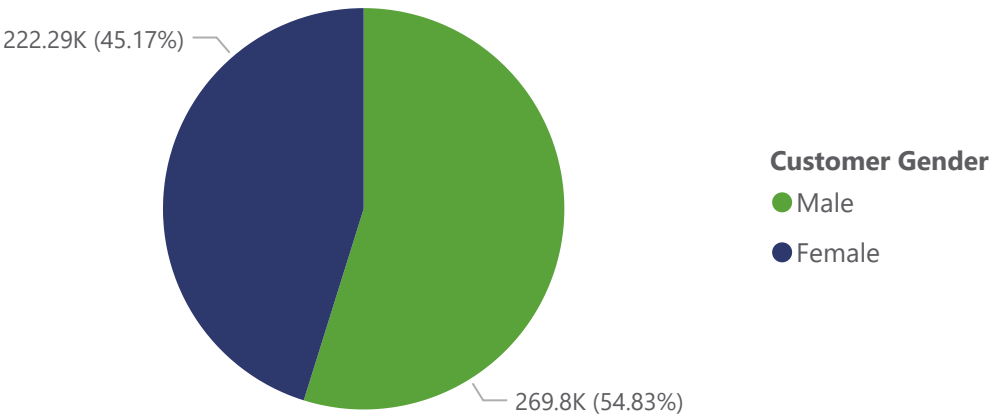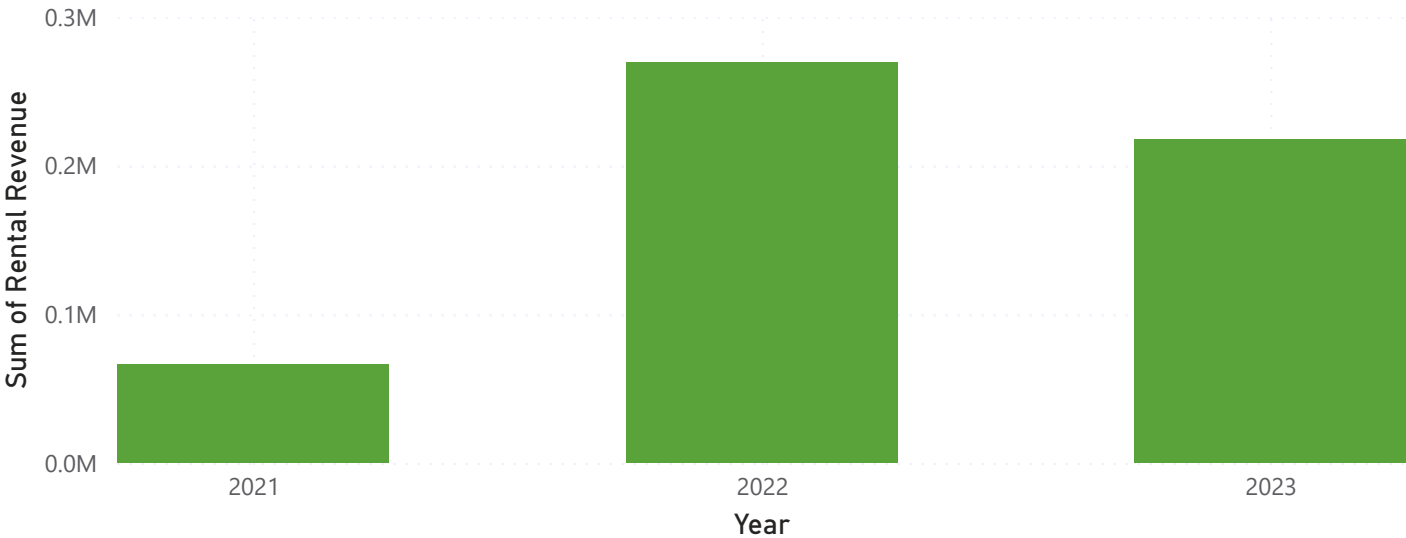
Sum of Rental Revenue by Customer Age Group

60 and Above	20-30	40-50
169.77K	93.72K	77.19K
50-60	30-40	19 or Below
96.81K	73.14K	42.79K

Quarter ⌄
- ⬛ Select all
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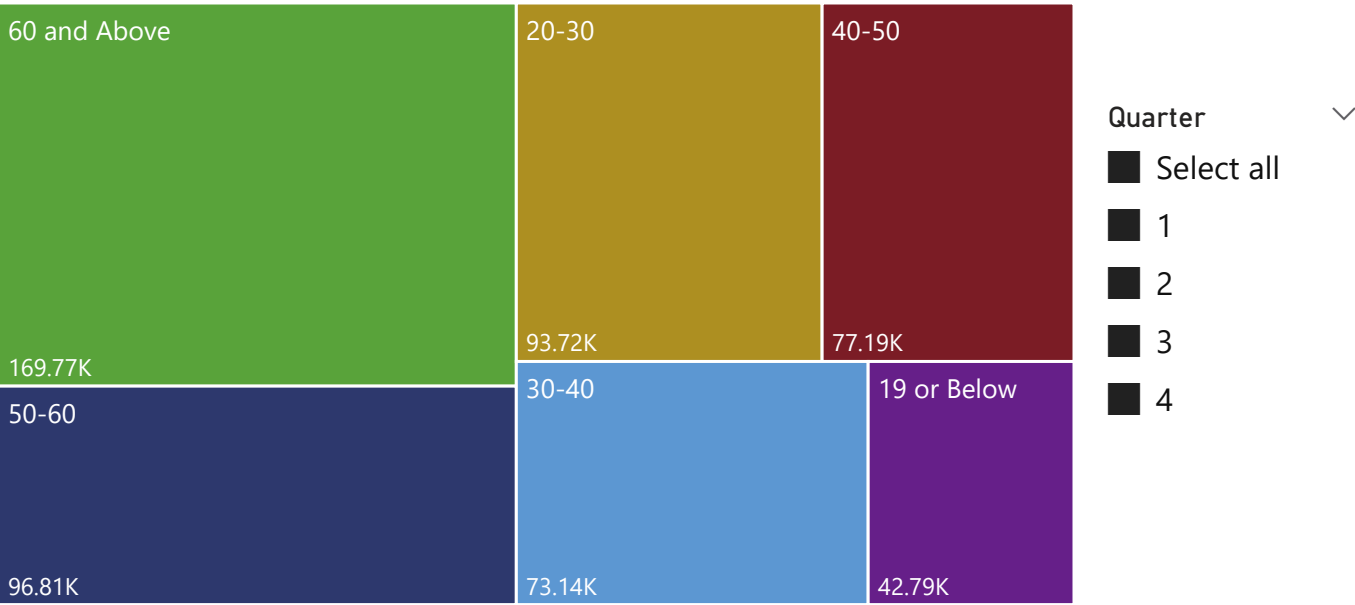
Questions: What are our customer demographics?

Analysis: Our customers mainly consist of those 60 and older. Texas is home to most of our customers.

Recommendations: We can take this information into account and offer amenities that these customers will enjoy. We can also target groups that we would like to increase our representation with.

BOYD LAKE MARINA

| Vessel Type	Vessel Manufacturer	Vessel Model	Vessel Name
Jetski	Kawasaki	Recreational Jetski	Aqua Sprint
Jetski	KTM	Touring Jetski	Wave Tourer
Jetski	Polaris	Compact Jetski	Wave Sprinter
Jetski	Sea-Doo	Sport Jetski	Wave Rider
Jetski	Yamaha	Performance Jetski	Wave Blaster
Pontoon	Bennington	Luxury Pontoon	Red Sunset
Pontoon	Crestliner	Compact Pontoon	River Rover
Pontoon	Cypress Cay	Weekend Pontoon	Lake Cruiser III
Pontoon	Lowe	Deluxe Pontoon	Lake Cruiser II
Pontoon	Sun Tracker	Family Pontoon	Lake Cruiser
Skiff	Boston Whaler	Fishing Skiff	Sea Breeze
Skiff	Carolina Skiff	Utility Skiff	Harbor Master
Skiff	Grady-White	Bay Skiff	Bay Master
Skiff	Mako	Inshore Skiff	Bay Mariner
Skiff	Sea Ray	Coastal Skiff	Sea Explorer
Skiff	Tracker	Recreational Skiff	Sea Voyager
Wakeboat	Centurion	Extreme Wakeboat	Sunrise Extreme
Wakeboat	Malibu	Professional Wakeboat	Sunrise Pro
Wakeboat	Mastercraft	Wakeboard Boat	Sunrise Rider
Wakeboat	Nautique	Ski & Wakeboard Boat	Sunset Rider
Wakeboat	Supra	Pro Wakeboard Boat	Sunset Pro

Rental Count by Year
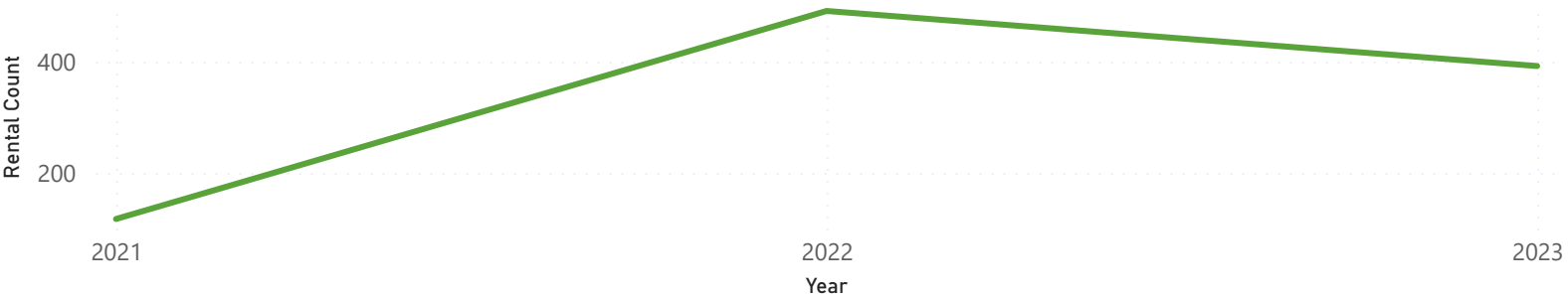
Sum of Rental Revenue by Year
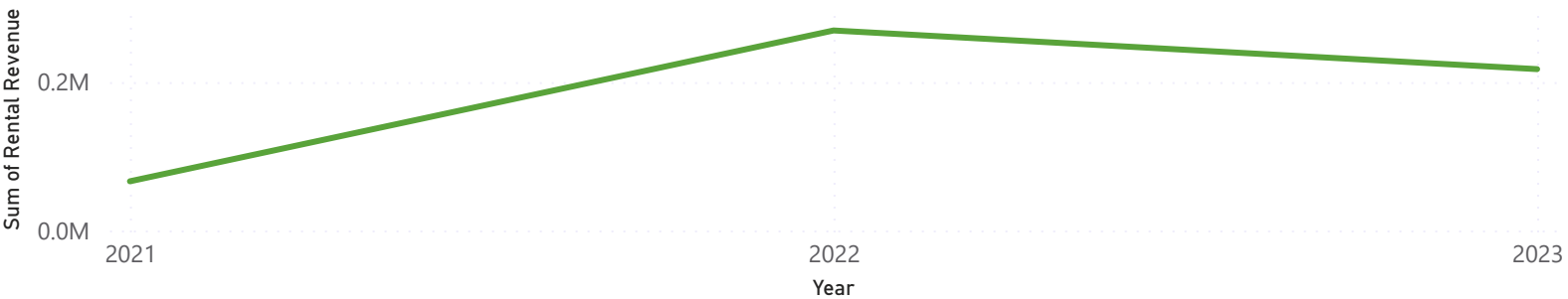
Sum of Rental Duration by Year
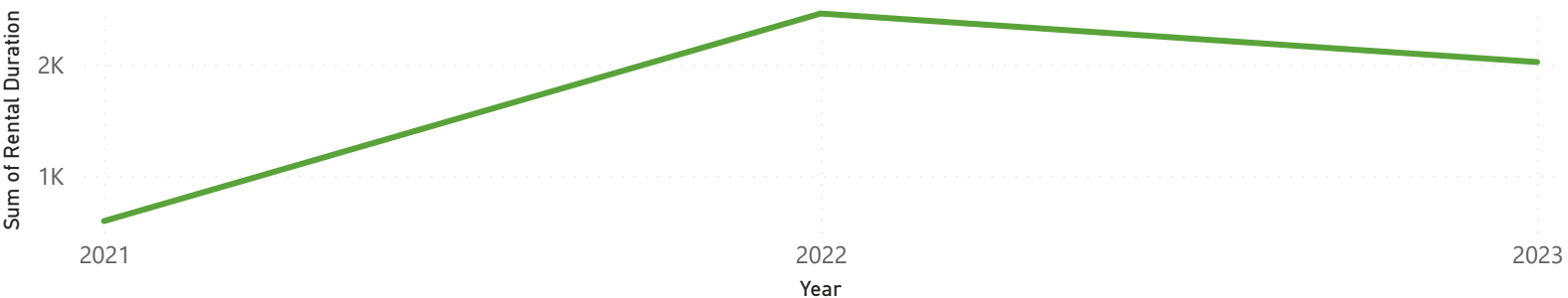
1000	553.42K	5.07K	157	398
Rental Count	Sum of Rental Revenue	Sum of Rental Duration	Sum of Vessel Capacity	Sum of Vessel Size (ft.)

Questions: I want to see information about our specific boats.

Analysis: We can see the rental duration, revenue, and other information about the boat with this dashboard. Used for one-off questions, or check-ins.

Recommendations: We can see how many hours are being put on boats for maintenance and see how much revenue our boats bring in. This dashboard is useful for managers looking to see what their boats have accomplished over their lifespan.