

## FloatBoat E-Commerce

### Providing insights for boat sales



#### Overview

Welcome to FloatBoat's comprehensive data story on boat sales, where we dive deep into the factors shaping the boating market. In this data story, we will dive into a detailed examination of key variables that shape the landscape of boat sales. This data story is designed to answer crucial questions that will support our marketing campaigns and inspire new concepts. Key questions include:

*From which countries does the web traffic originate?*

*Which offers are the most visible and attract the most attention?*

*What is the relationship between price and customer interest?*

*How do different boat types and manufacturers impact market trends?*

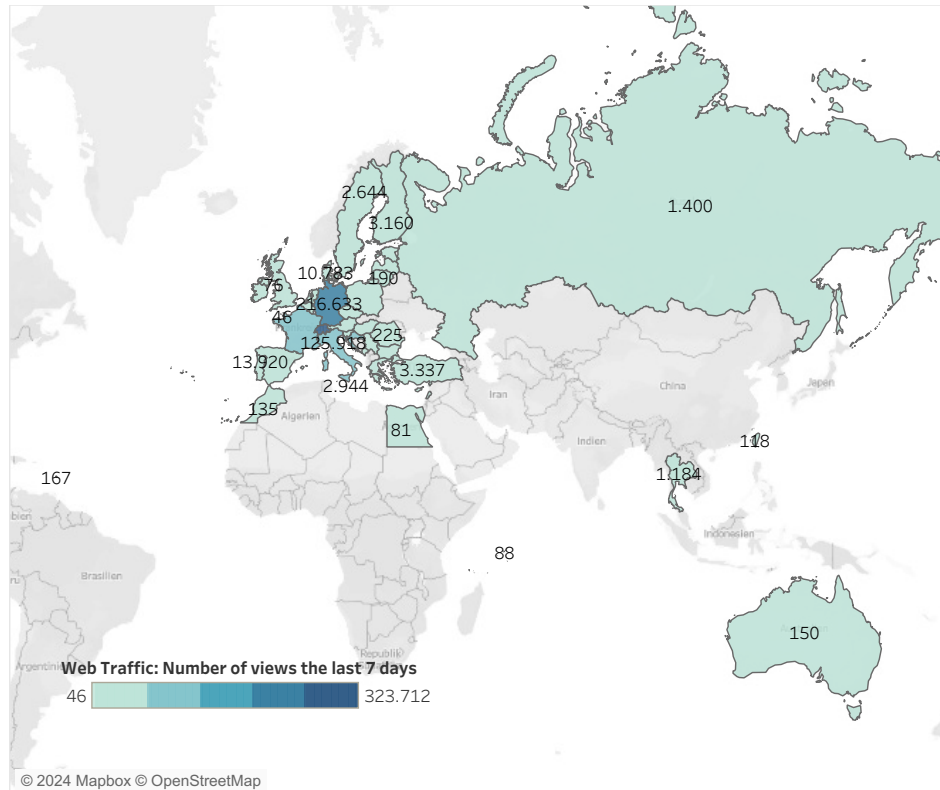
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## New customer marketing potential

The biggest traffic location is **Switzerland** with **323.712** views.

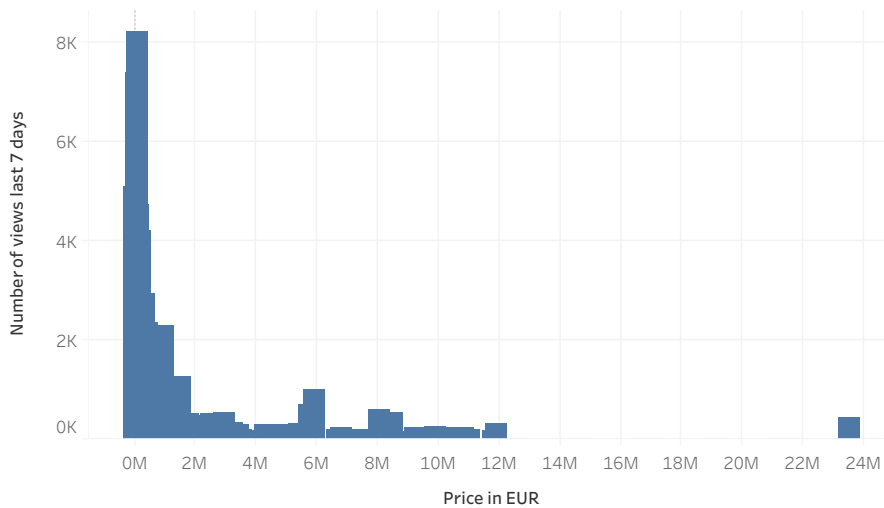
Second place goes to **Germany** with **216.633** views. Italy follows as third with **125.918** views.

### Web Traffic - How often were the offers viewed in the last 7 days



## Customer preferences

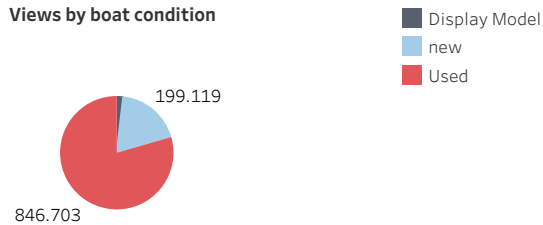
Customer interest by boat price



*Customers seem to be more interested in cheaper boats and not the large luxury vehicles*

*Customers seem to be interested in "Used" boats.*

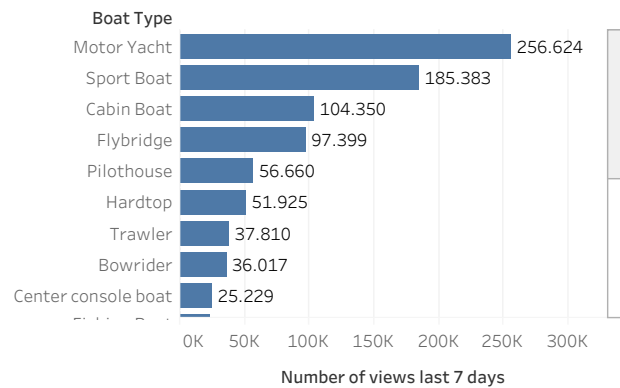
Views by boat condition



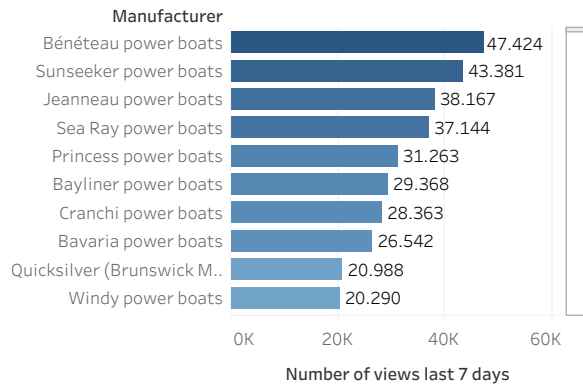
## Boat and Industry trends

*The Top viewed Boat Types are Motor Yachts, Sport Boats and Cabin Boats...*

### Top Boat Types



### Most visible manufactures



*There are lots of manufactures with many views so there is a lot of competition.*

## Conclusion - Recommendations

- (Potential) Customers are mostly located in Switzerland, Germany and Italy
- The offers with the most views are "used" boats
- The prices of the boats viewed are rather low and not in the luxury segment
- Motor Yachts are the most popular boat type

### **Data Limitations and further analysis:**

Whether or how strong the connection exists between offer views and real sales needs to be further investigated

A/B Tests should be set up to further investigate the influence of price, boat condition and boat type in marketing campaigns.

