

Case Study Project - Boat Sales


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| What is this
about ?

Objectives

- Resolve if it is the **most expensive** boats that get the most **views**.

- Identify if there are **common features** among the **most viewed** boats.

→ Stay on top of market trends.

→ Increase the number of readers by 75% this year.

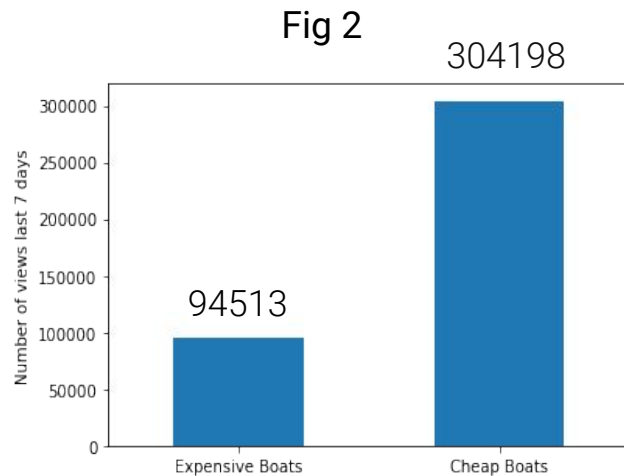
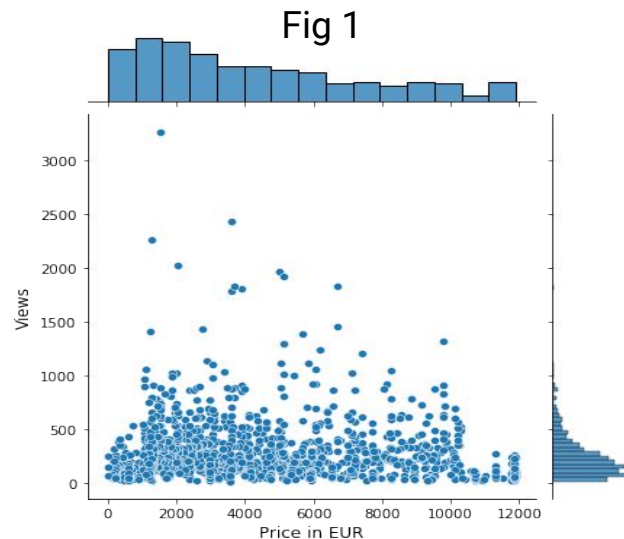


| Presenting the Data

Expensive or cheap

- Weak correlation between the price and the views
- Cheapest boats are frequently viewed
- Cheap Boats tend to have more views than expensive ones

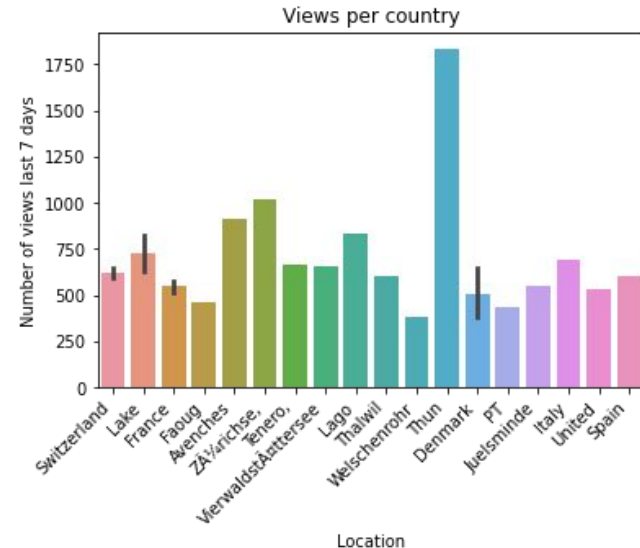
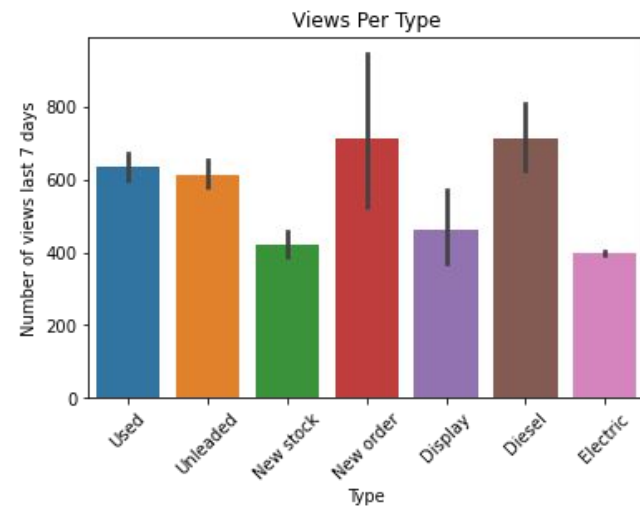
→ Readers are attracted to the cheapest boats



Type

- Views levels vary narrowly by type
- Switzerland specifically boats located in Thun are the most popular in terms of views

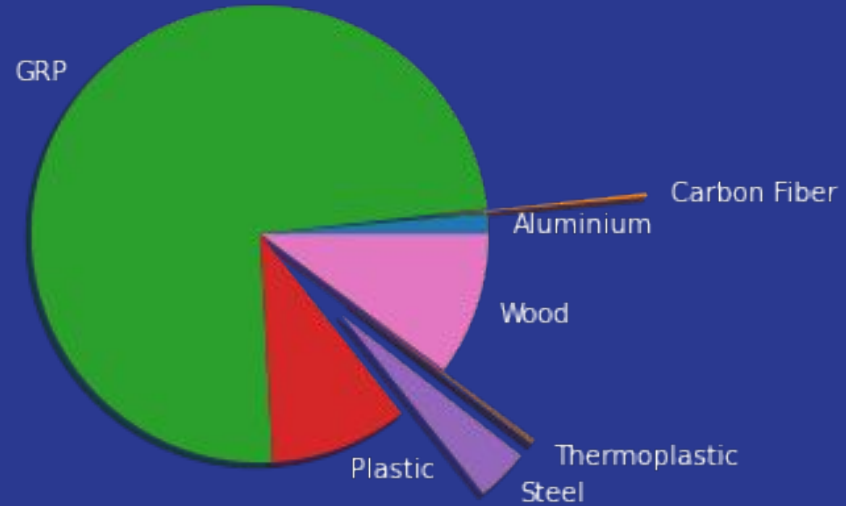
- Readers like to see Thun boats since it occupies a special place with its famous lake
- New boats on order and diesel ones are the top two most preferred by readers



Material

- Glass-reinforced plastic represents more than 75% as the most viewed boats material
- Carbon Fiber and thermoplastic are negligible

→ More than 75% of readers like boats made of GRP



Conclusion



- Cheaper boats are the ones who get the most views
- Type, Material and price are common features among the most viewed boats



- Investing more in boats made of GRP and taking into account it's price and the city of Manufacture

Thank You