

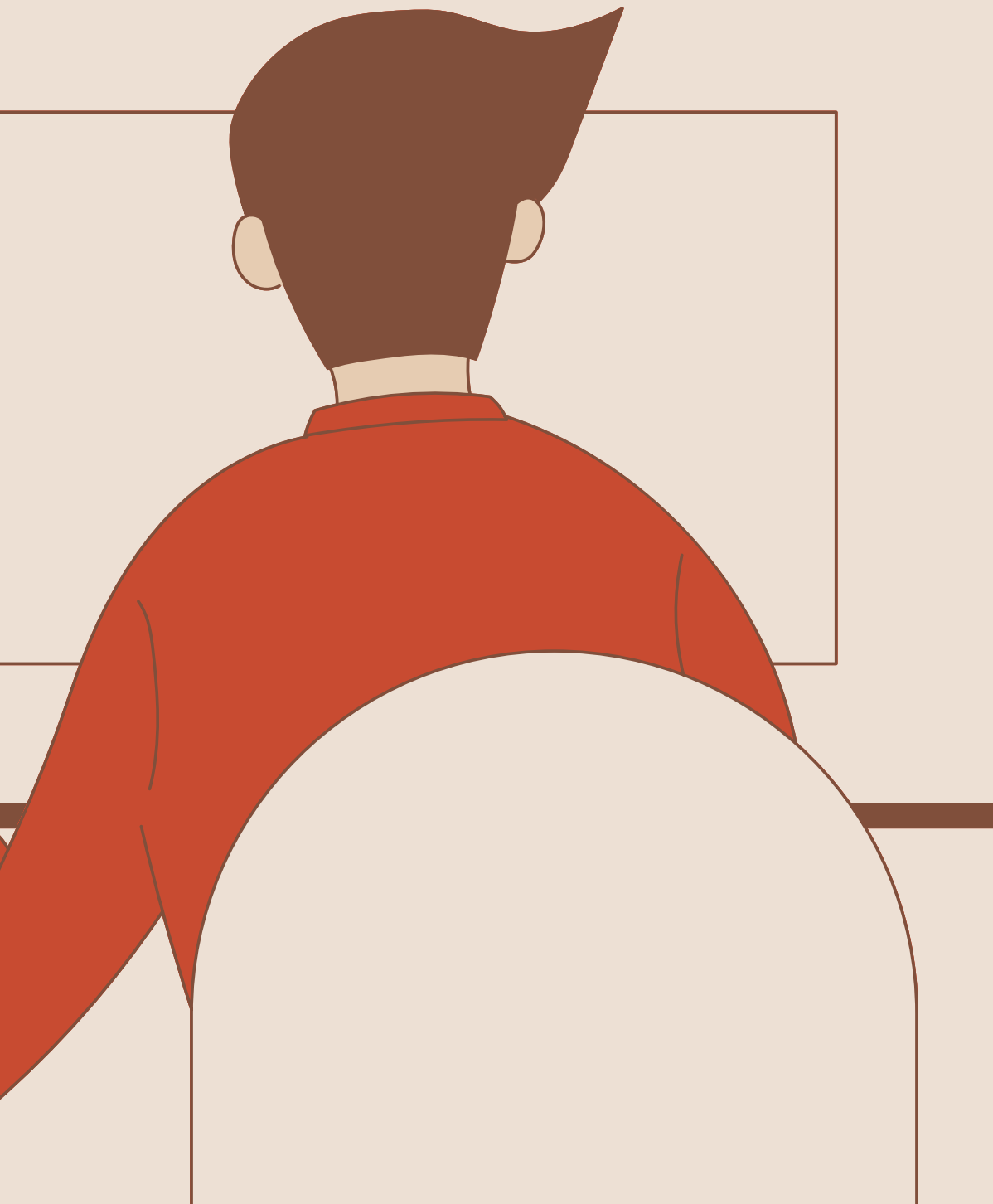


NEARLY NEW  
NAUTICAL

# Boat Sales Project

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# PROJECT BACKGROUND



- Nearly New Nautical is a website that allows users to advertise their boats for sale.
- The marketing team is preparing a weekly newsletter for boat owners.
- The newsletter is designed to help sellers to get more views of their boat, as well as stay on top of market trends.
- The Head of Marketing has laid out an ambitious goal of increasing the number of readers by 75% this year

# PROJECT GOALS

Analyzed data to gain insights into answering the following question.

- Are the most expensive boats get the most views?
- Are there common features among the most viewed boats?

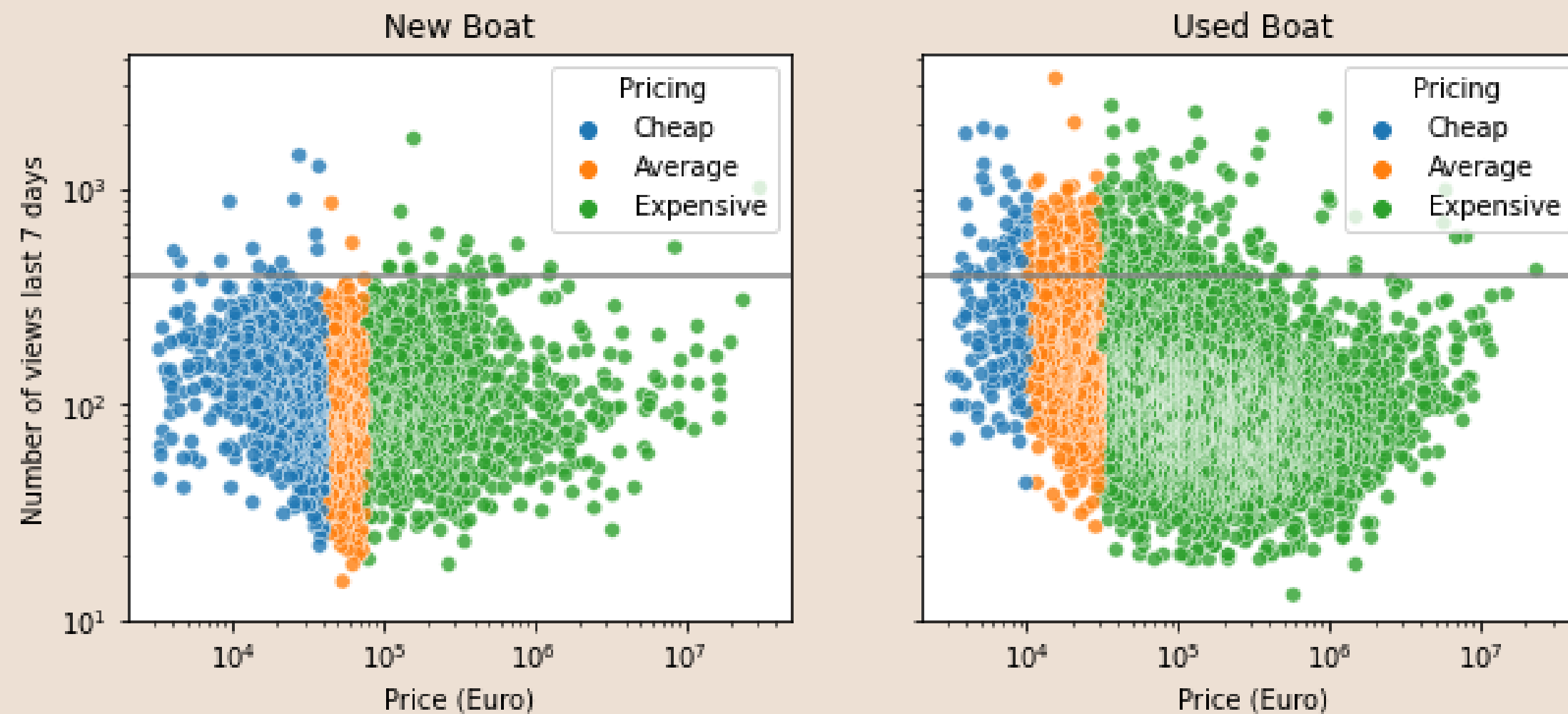


# ARE THE MOST EXPENSIVE BOATS GET THE MOST VIEWS?

Sales boats are divided into 2 types:

- New boats (with average price 40k-75k euros)
- Used boats (with average price 10k-30k euros)

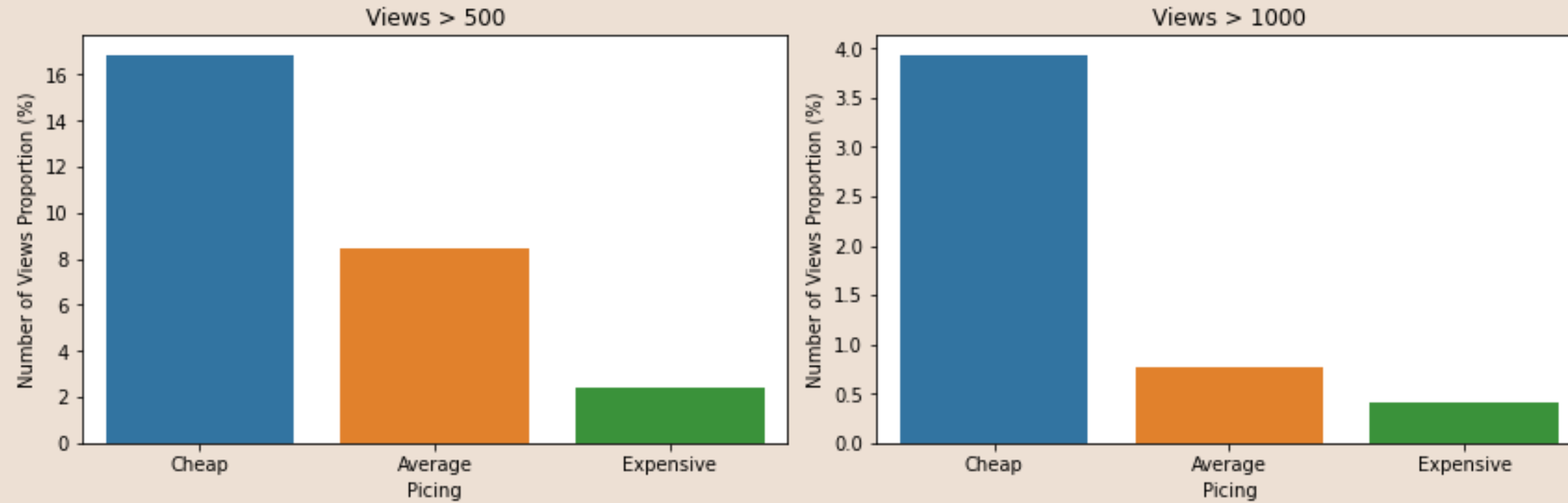
Price vs Views Relationship



From price and views scatterplot, used boat tends to get more view without considering price

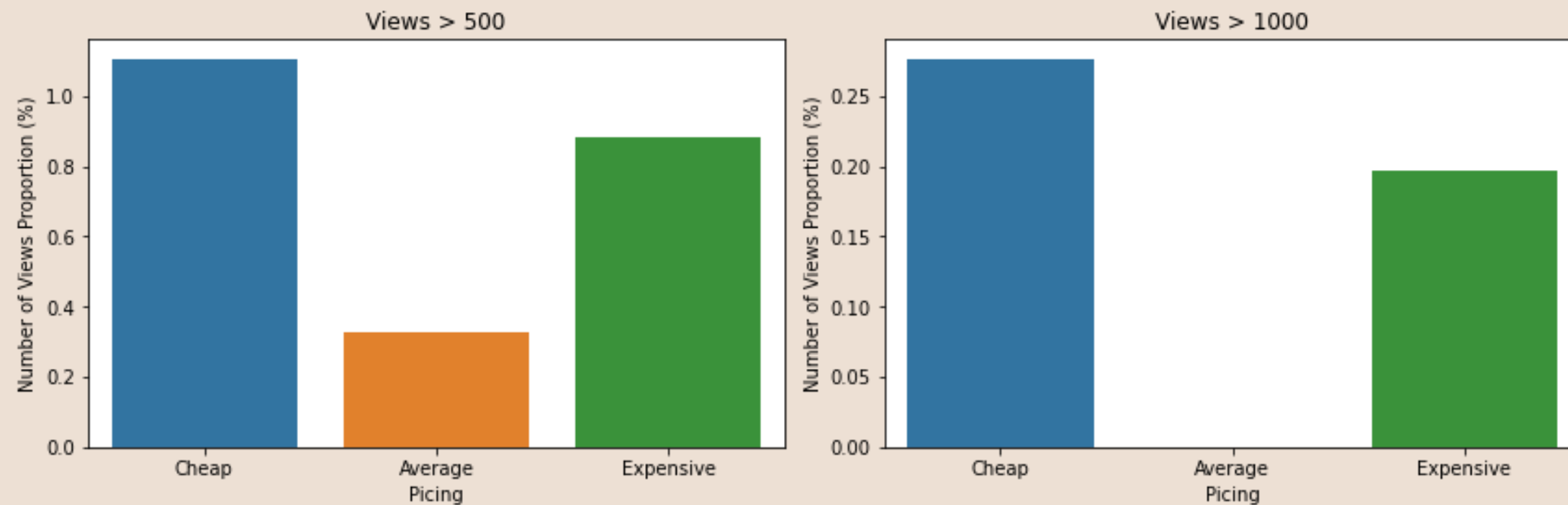


### Most Viewed Used Boat by Pricing

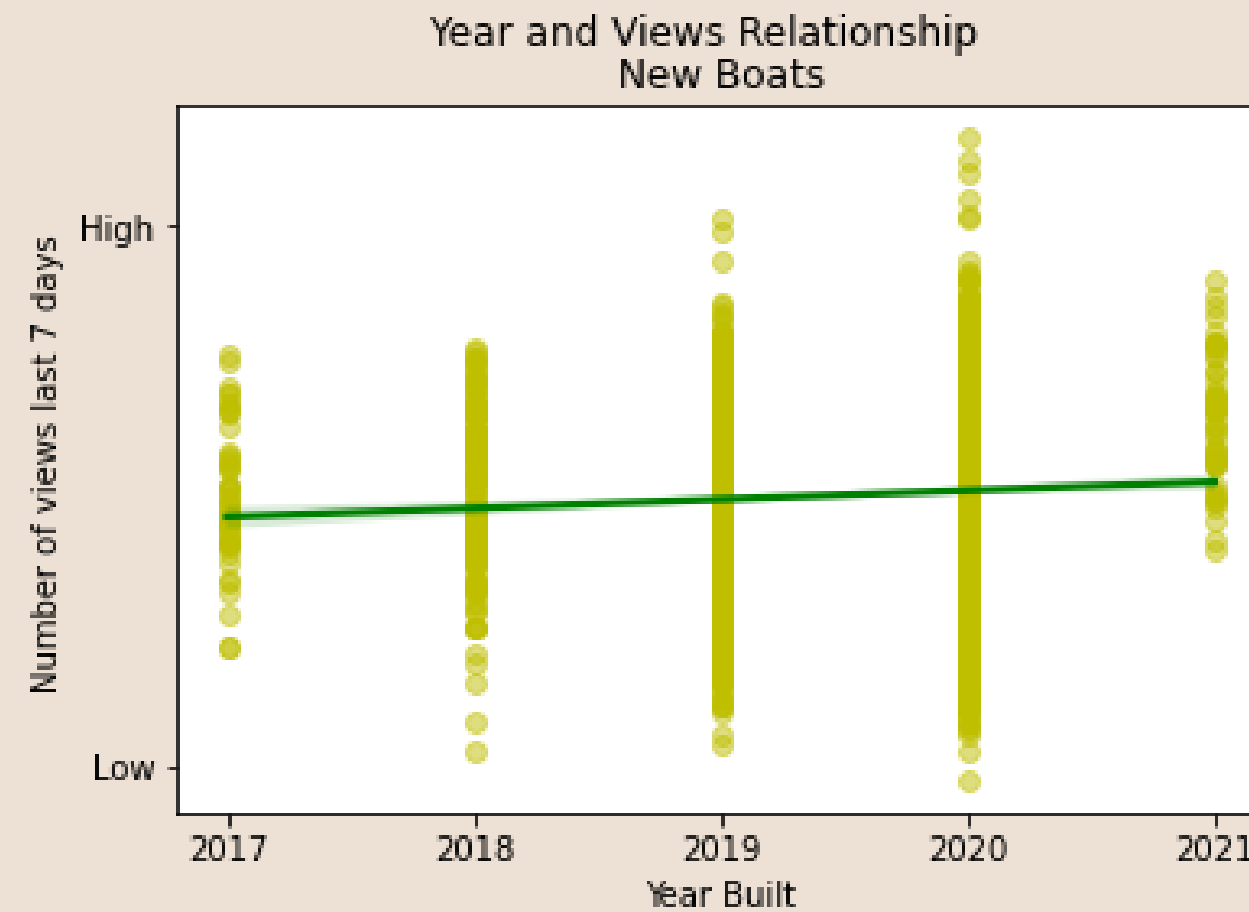
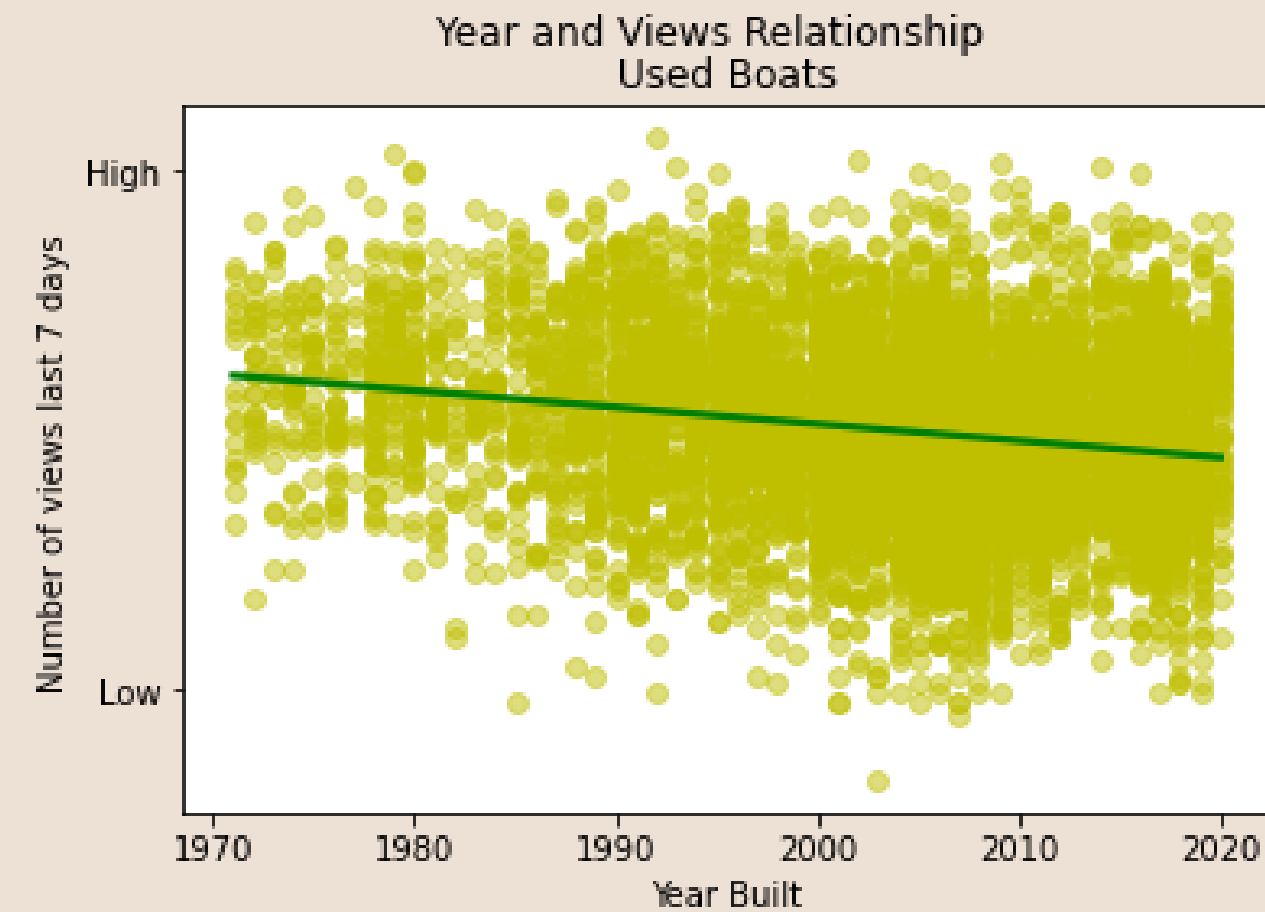


- For used boats, the more expensive they are, the fewer views they have
- For new boats, the cheap and expensive both get high views

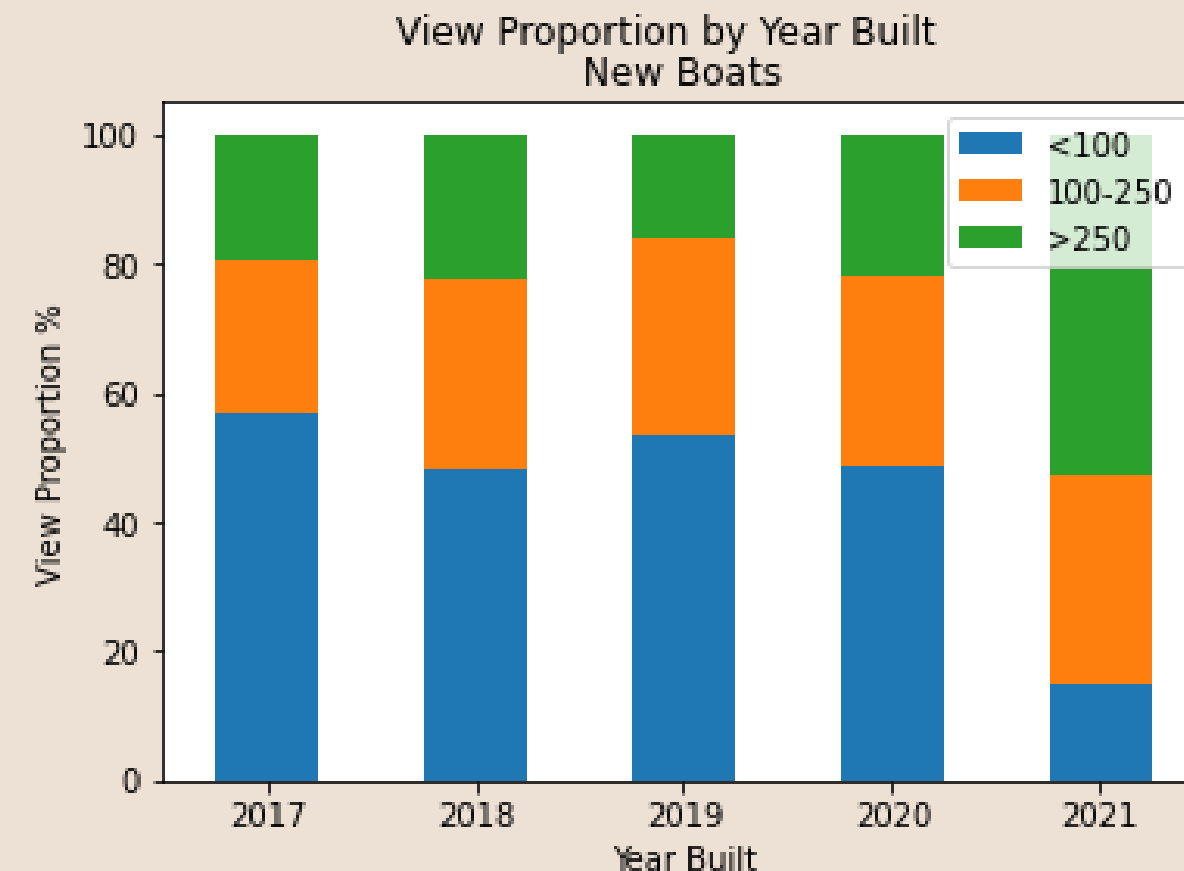
### Most Viewed New Boat by Pricing



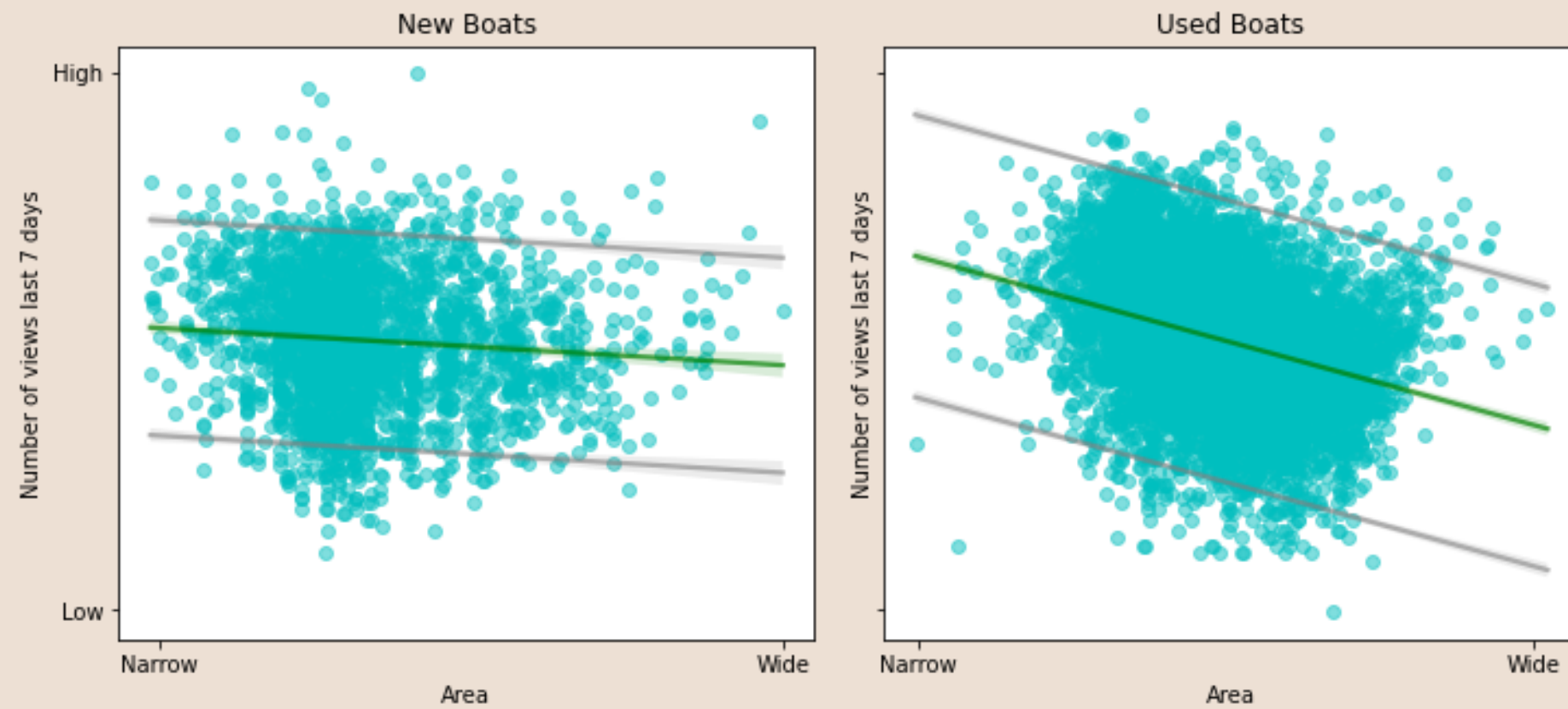
# ARE THERE COMMON FEATURES AMONG THE MOST VIEWED BOATS?



- The newer the year built, the less the views of used boats.
- New boat production is mainly from 2017-2021. It doesn't have a high relationship. But, from the proportion >250 views, it tends to increase by the year.



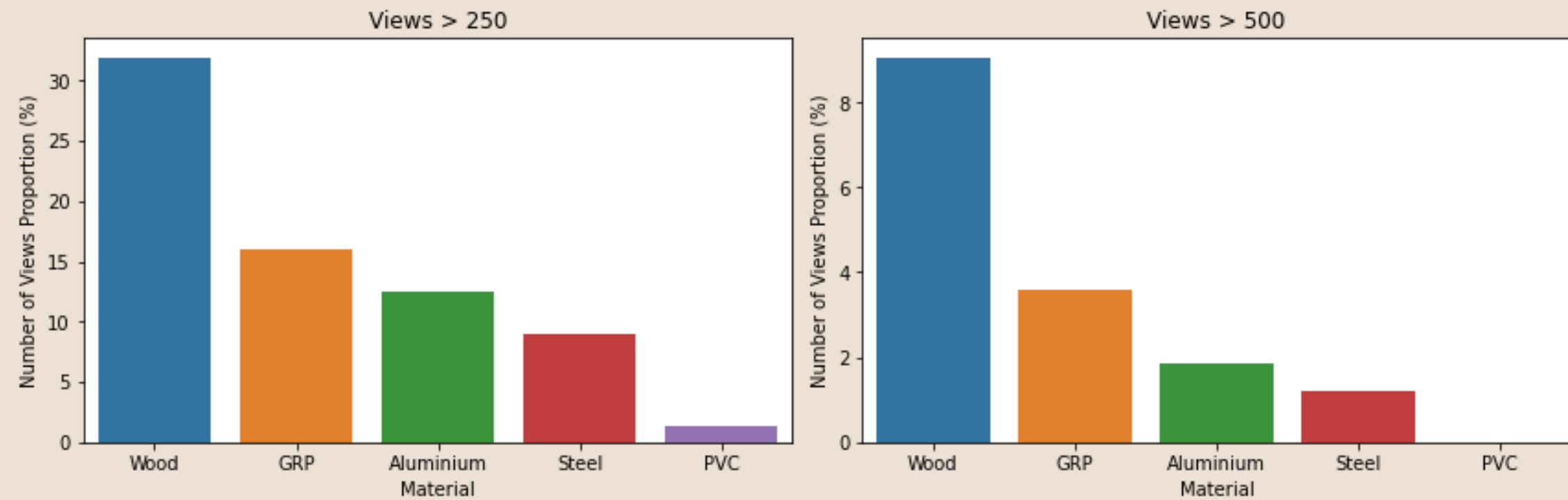
## Views and Area Relationship



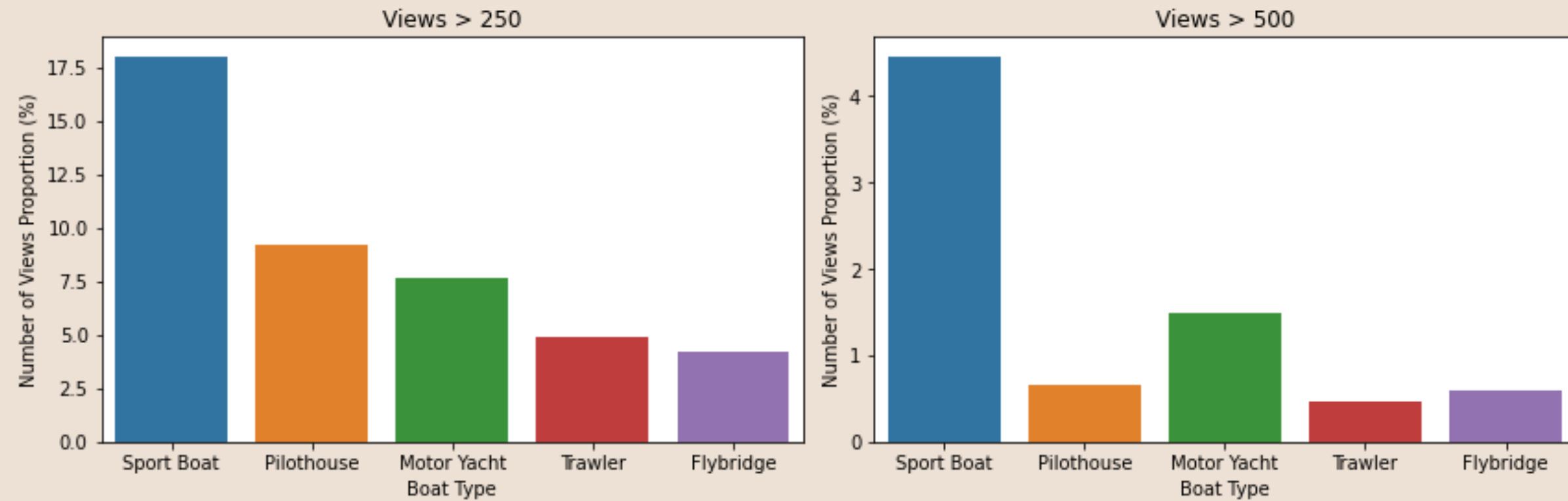
- High views of used boats have a narrower area of the boats
- Meanwhile, the area doesn't affect the views of new boats

- Materials that the customer most views are wood, GRP, aluminium, steel, and PVC

## Top 5 Most Viewed Material

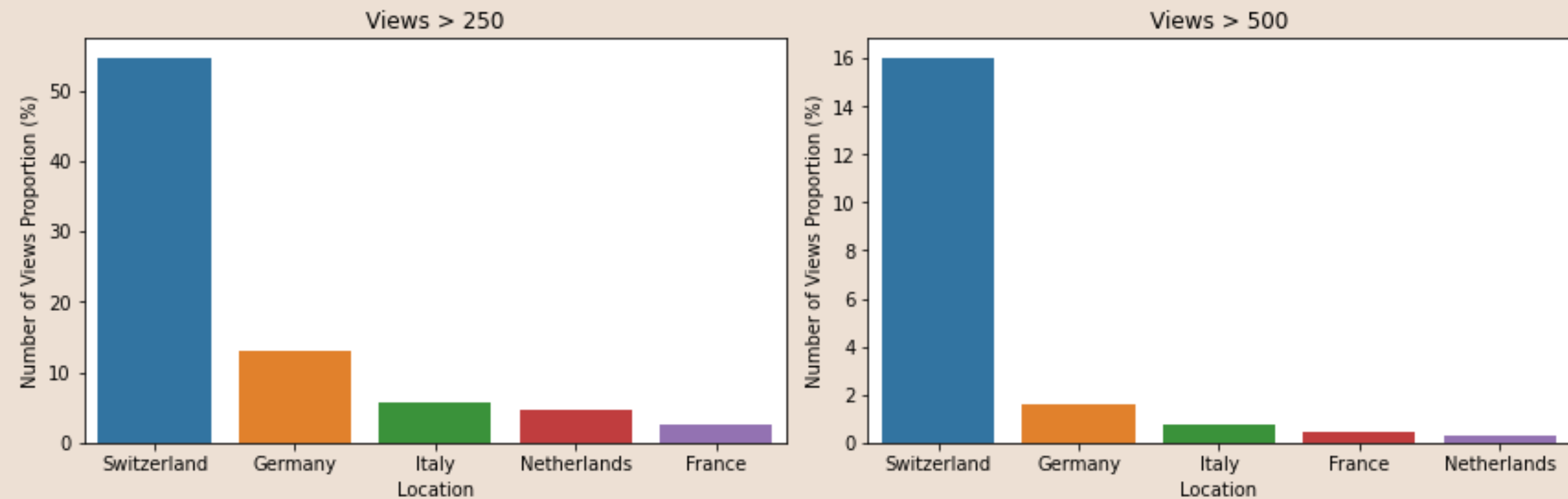


## Top 5 Most Viewed Boat Type



- Boat types that customers most view is Sport Boat.

## Top 5 Most Viewed Location



- The customers' most viewed locations are Switzerland, Germany, Italy, the Netherlands, and France.



# CONCLUSION & RECOMMENDATION



## Conclusion

Used boat tends to get more views when they're cheaper, but new boat views for expensive or cheap price are both high. Also, among most viewed boats, they have the same features, such as having a lower area, made of wood, located in Switzerland, was a sport boat. Also, used boats get more views in older years and new boats in newer years.

## Recommendation

- Adding cheaper used boats could lead to higher viewers
- The newsletter should be spread more in the Switzerland area
- Most of the boats should be made of wood and was a sport boat
- For used boats, considering selling lower area of boats