

Explore trends on boat and yacht online searches.

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Ultimate goal: Design a newsletter with information on market trends for boat sellers.

Objective: Identify what boat sellers want to know about: most viewed **products'** **characteristics** that are being listed on website.

Analytical Goals

1

An overview of online boat searches.

2

Examine weekly trends in online boat & yacht searches using historical data.

3

Discuss potential areas for further exploration.

Executive summary

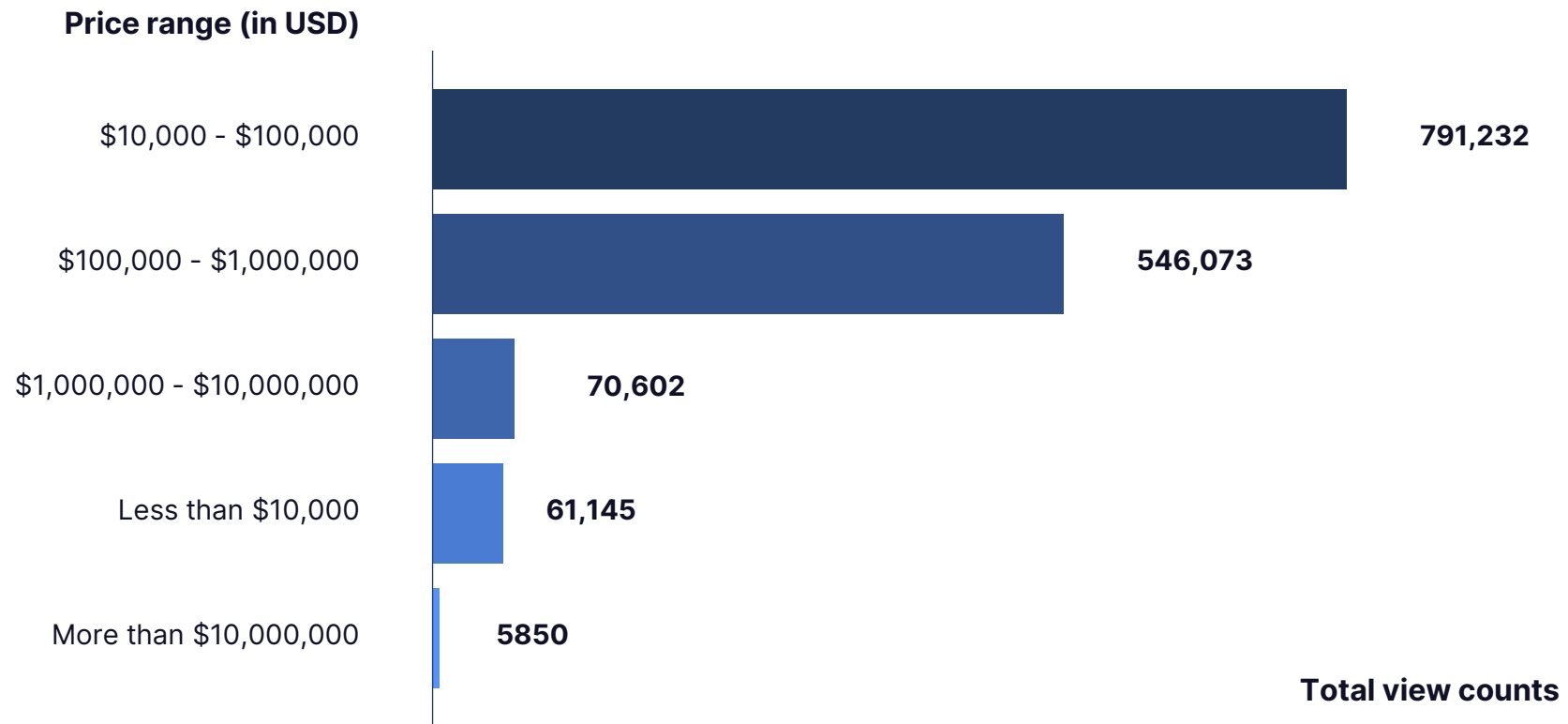
○ Price and View counts

- ▶ Potential buyers often seek for boats under medium-priced range.

○ Most viewed boats' common features

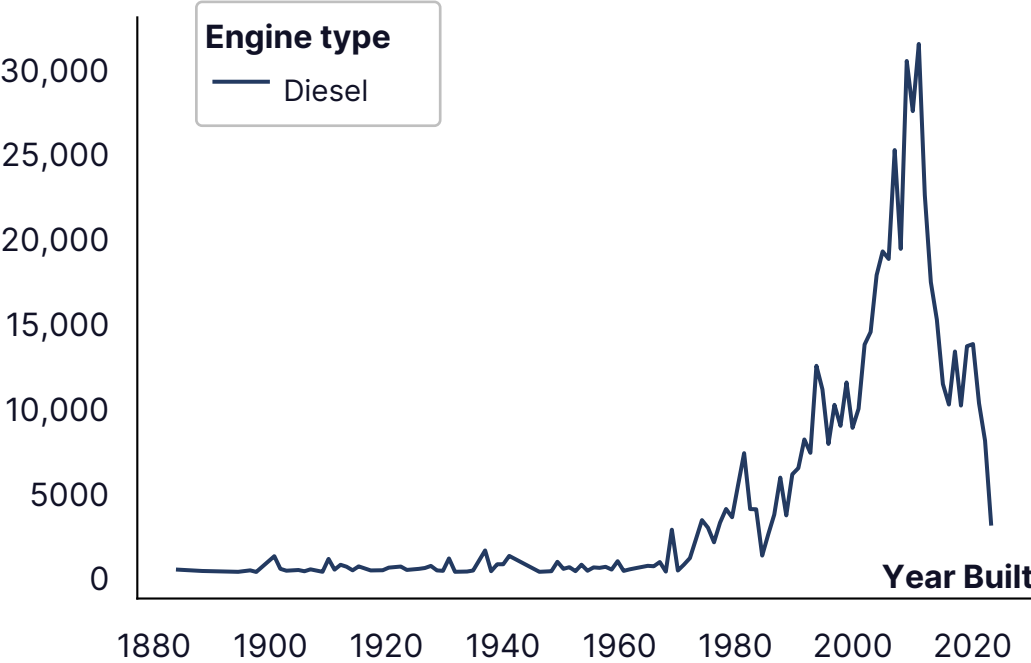
- ▶ GRP (Glass Reinforced Plastic) is the most-sought boat's material, while Diesel and Unleaded are two highly searched engine types.
- ▶ Boat's sizes are also a good indicator of viewer's buying tendency.
- ▶ Boats that have been used before often get considerable attention from viewers. However, new boat freshly taken from stock that was built recently in 2020 also capture a great amount of attention from buyers.

Price and view counts



Most viewed boats' common features

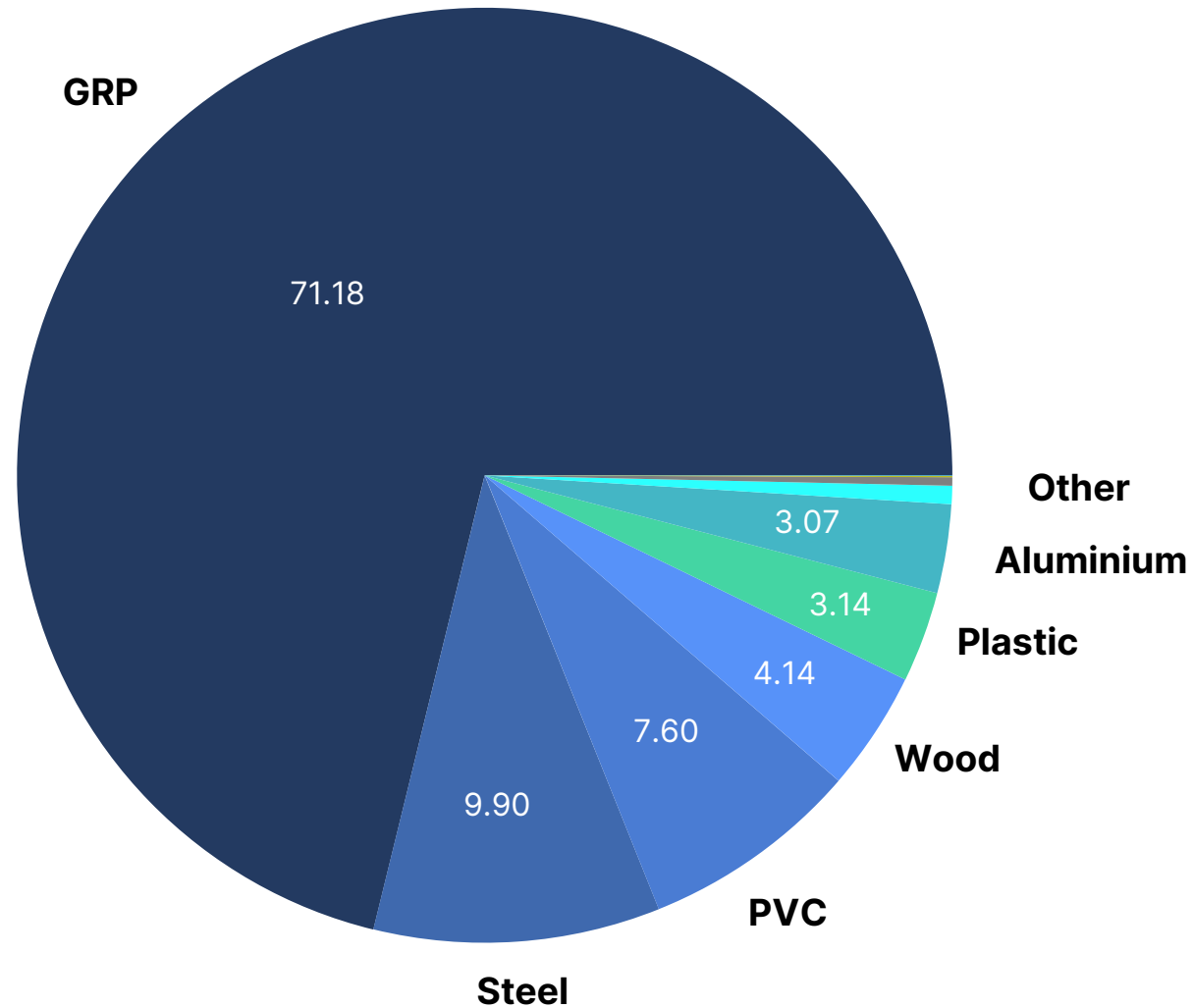
Total view counts



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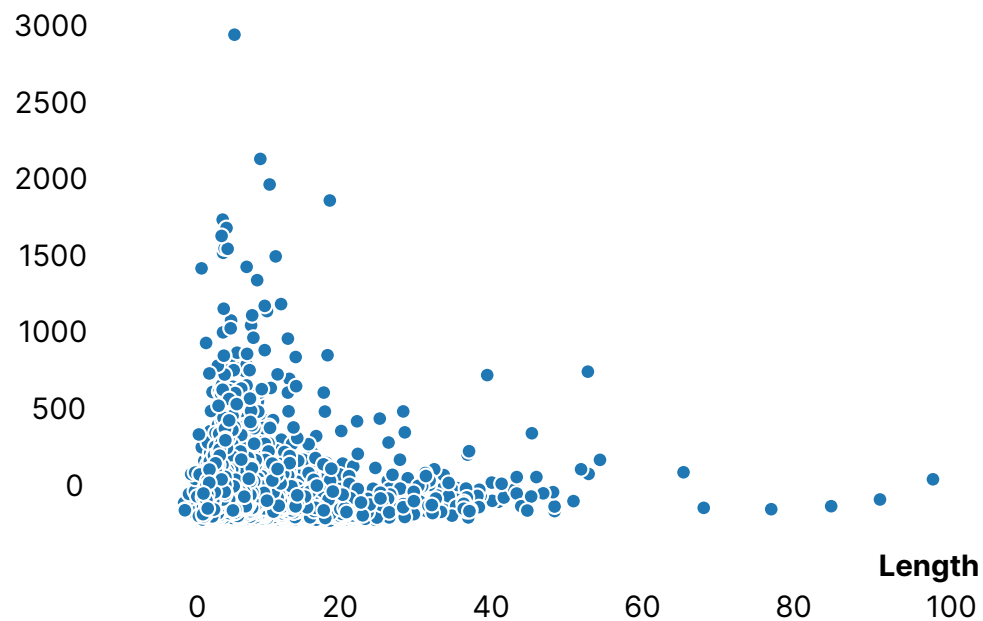
Condition	Engine type	Year Built	Views last 7 days
New boat from stock	Unleaded	2020	67739
New boat from stock	Unleaded	2019	27670
Used boat	Diesel	2009	22033
Used boat	Diesel	2008	30865
Used boat	Diesel	2007	26941
Used boat	Diesel	2006	29872
Used boat	Diesel	2005	18897
Used boat	Diesel	2004	24668
Used boat	Diesel	2003	1830
Used boat	Diesel	2002	18749

Most viewed boats' common features

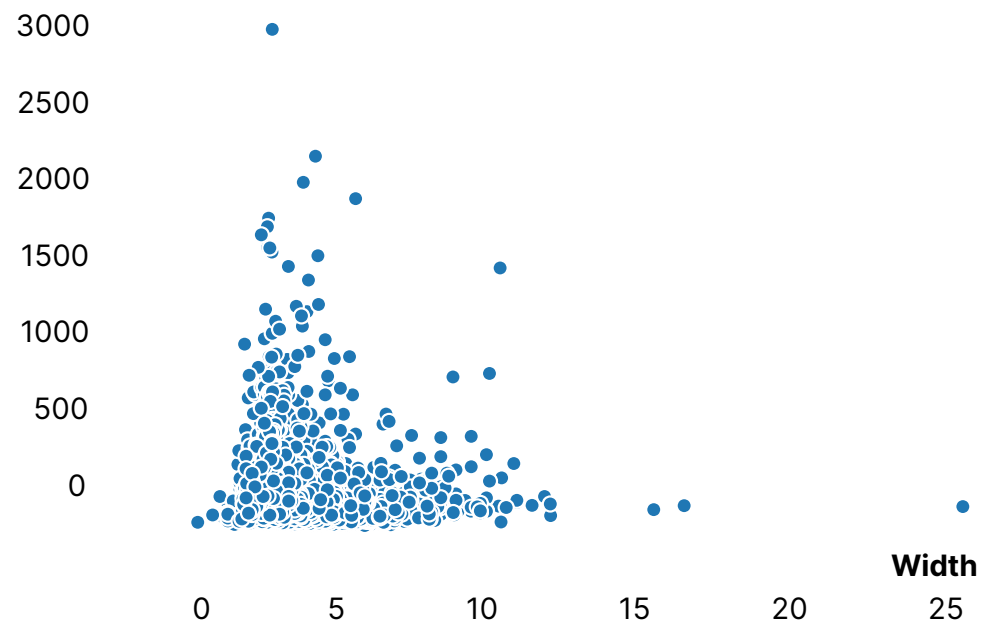


Most-viewed boats' common features

View counts



View counts



Recommendations and possible further analysis

○ Recommendations

- ▶ A primary section focusing on boats lying under medium-priced range in the newsletter may help boat's owners be well-informed about viewer's purchasing power.
- ▶ The newsletter should provide boat sellers with updated information on viewer's favourite boat conditions, popular engine types, sizes and materials to help them with business decision. Getting these information, sellers may make decision well in time to cater for customers' needs.
- ▶ Marketing content team could also write articles on tips or know-how posts that could help boat owners maintain and preserve their old boat's conditions if they want to sell it later.

○ Further exploration:

- ▶ What are the top prioritized criteria when it comes to choosing boats? (endurability, elegance, or price efficiency, etc.)
- ▶ Does the buyer's preferences vary by certain timeframe (seasons)?

Thank you!

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