***Boat Sales Analysis***

As a data analyst for a yacht and boat sales website, I've been tasked by the marketing team to analyze recent pricing and listing views data for their weekly newsletter. We're aiming to help sellers boost views and stay informed on market trends.

A boat on the water

Description automatically generated

**Business Case:**

Nearly New Nautical is a website that allows users to advertise their used 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.

**Here are the questions they want me to answer first:**

1. What are the characteristics of the most viewed listings in the past week?

2. Do the priciest boats attract the most attention?

**The dataset has the following columns:**

A list of boats with text

Description automatically generated with medium confidence

**Guidance questions:**

**1.Who:** It is designed to help sellers to get  
more views of their boat, as well as stay on top of market trends.

**2.Why**: The newsletter is designed to help sellers to get more views of their boat, as well as stay on top of market trends.

**3.What:** This dataset represents the sales information of used boats listed on a website. The website allows users to advertise their used boat for sales.

**4.When:** analysis would help sellers by giving them insights on how they could get more engagement for listed boats, as well as stay on top of the market trends.

**5.Where**: Tableau Public.

**Data limitations and challenges:**

Approximately 5% of the entire dataset contained NAN values, which were scattered throughout and left as they were (to account for outliers) due to the absence of missing view counts. There was no confirmation of the metrics used in measurements, no purchase data, and no measurement for website views by time of day, month, or year. In retrospect, the most challenging aspect of this analysis was the cleaning of the open-sourced data, as this process was time-consuming and took approximately one week to complete before the data could be properly aggregated for an in-depth analysis.

**Recommendations:**

In conclusion,the dataset underscores the importance of strategic approaches to enhance the visibility and search engine optimization (SEO) of GoBoat's online seller platform. Key attributes such as age, price, and condition should be highlighted to improve visibility and appeal to potential buyers. Segmenting boats across price ranges and types broadens the audience reach, while featuring popular keywords like diesel, materials, and brands in listings boosts SEO and attracts more views. By focusing marketing efforts on countries with high-viewed listings such as Switzerland, Germany, and Italy, GoBoat can increase regional stability and amplify its market presence. Additionally, sharing market trends empowers sellers to optimize listings and improve search rank, fostering a dynamic and competitive marketplace ecosystem.

**Tableau Links:**

[**https://public.tableau.com/app/profile/febin.george/viz/Achievement6\_7\_17242495211020/Story1**](https://public.tableau.com/app/profile/febin.george/viz/Achievement6_7_17242495211020/Story1)