

# Boat Listings Newsletter

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# Introduction

## Business Problem

We are developing a weekly newsletter to track market trends help sellers get more views on their boats.

We want to know which features popular boats have in common, and in specific if expensive boats are more popular.

## Methodology

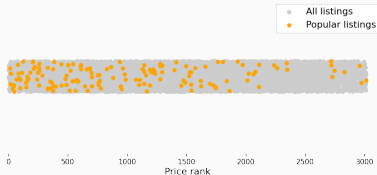
We have access to the number of views of 9888 boat listings for the last 7 days.

We will select the boat listings that account for 10% (150 boat listings) of the total number of views and analyze which features they have in common. We will also analyse how the selected listings compare with the others, e.g. in terms of price.

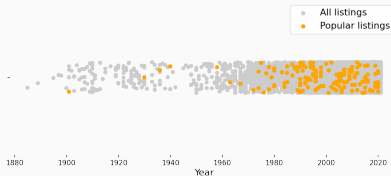
We will provide the marketing team with the most common features of popular boat listings, as well as identify the countries where we anticipate a better reception of our newsletter.

# How price and age affect popularity?

Distribution of price rank



Distribution of building date



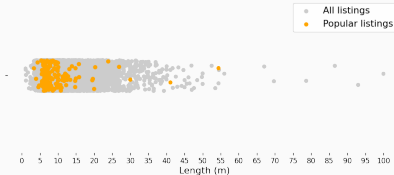
The 86 out of the 150 most popular listings are among the 1000th cheapest (less than 48.864 euros). However, there is not a direct connection. For example:

Views rank	Price rank
1st	259th
2nd	687nd
3rd	1748th
4th	2730th
5th	377th

The 150 most popular listings have all been built during the 20th and 21st centuries, with most having been built after 1980.

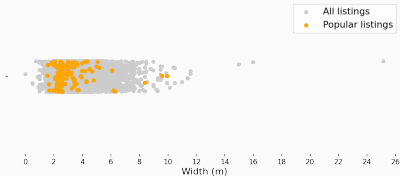
# How length and width affect popularity?

Distribution of length



Users search mostly boats with lengths between 5 and 15 metres and widths between 2 and 4 metres.

Distribution of width

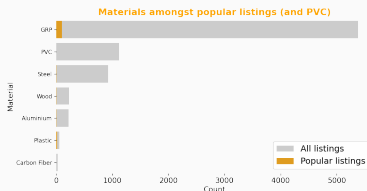
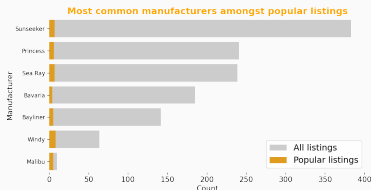


# What brands and materials are more popular?

Amongst the 150 most popular listings there are only 80 manufacturers, of which only 7 have 3 or more popular listings. Despite having less listings, manufacturers like Malibu and Windy have as many popular listings as Sunseeker.

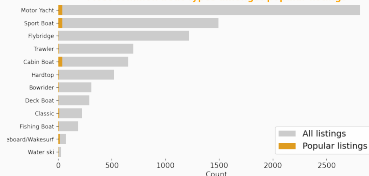
Regarding material, most boats listed are made of GRP and most popular listings include this material. Still, Aluminum and Plastic are also popular.

None of the 150 most popular boat listings are made of PVC, despite the high number of listings.



# What boat types and sale conditions are more popular?

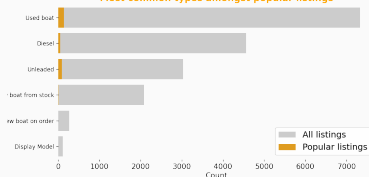
Most common boat types amongst popular listings



Amongst the 150 most popular listings there are only 18 types of boats, of which only 12 have 3 or more popular listings.

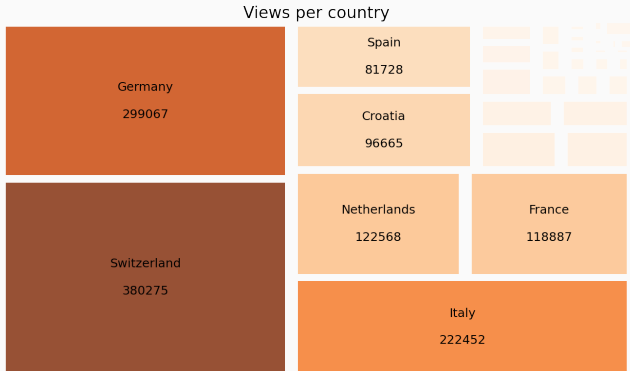
Cabin Boat, Motor Yacht and Sport Boat are the most researched.

Most common types amongst popular listings



Most users search for used boats and unleaded.

## Countries with most views



The countries with the most views are all in Central Europe.

The most popular listings have the following characteristics:

- Have been **built after 1980**;
- Are relatively **small boats**, with lengths between 5 and 15 metres and widths between 2 and 4 metres;
- Are made of GRP, aluminum or plastic;
- Are **cabin boats**, motor yachts and/or sport boats;
- Are **used boats** and/or unleaded.

Price does not seem to directly affect the number of views.

Our newsletter will probably be more successful in Central Europe.