



Boat Sales

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Data Analytics

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Executive Summary

This dataset represents the sales information of used boats listed on a website. The website allows users to advertise their used boat for sales. This allows prospective buyers to have a first impression about the boat, its manufacturing details, present conditions as well as listing price. The marketing has requested for the sales analysis in preparation of a weekly newsletter. Essentially, this 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.

Data Sources

The data for this project is an open source data downloaded from <https://www.kaggle.com/datasets/karthikbhandary2/boat-sales>

Limitation and Ethics

- The prices of the boats were listed in different currency. This makes it difficult to compare the price amongst the listed boats
- The location of the boats includes the country and an imprecise location which is not consistent across all the listings

Data Cleaning and Data Consistency Checks

- Adjust the data type
- Convert the prices to a single currency
- Extract the country and city from the location
- Check for missing data
- Check for duplicate data
- Check for mixed data type

Data Profile

- Number of rows and columns in the cleaned dataset: 6001 x 11 (original data is, 9888 x 10)

Column Details

Column	Column description	Data type	Time Variant
Price	Boat prices listed in different currency	Quantitative, Continuous	no
Boat Type	The type of listed boat	Qualitative, Ordinal	no
Manufacturer	The maker of the boat	Qualitative, Nominal	no
Type	The condition of the boat and engine type	Qualitative, Ordinal	no
Year	The year the boat was built	Quantitative, Discrete	no
Length	The length of the boat (in meter)	Quantitative, Continuous	no
Width	The width of the boat (in meter)	Quantitative, Continuous	no
Material	The material used to build the boat.	Qualitative, Nominal	no
Location	The present location of the listed boat	Qualitative, Nominal	no
Number of views last 7 days	The number of prospective customers that viewed the boat in the last 7 days.	Quantitative, Continuous	yes

Questions to Explore

- Characteristics of the most viewed boat listing in the last 7 days
- What is the price of boat that get the most views?
- Are there common features among the most viewed boats?
- What is the location of the most viewed boat?