Case Study Project - Boat Sales

This document provides all the details you need to complete the case study. We recommend you read this document carefully before you get started.

Company Background

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.

Customer Question

They would like you to tell them:
- Is it the most expensive boats that get the most views?
- Are there common features among the most viewed boats?

Dataset

You can download the data from here. You can use any tools that you wish to analyze the data and create your presentation. The dataset has the following columns:

Column Name	Details
Price	Character, boat price listed in different currencies (e.g. EUR, Â£, CHF etc.) on the website
Boat Type	Character, type of the boat
Manufacturer	Character, manufacturer of the boat
Type	Character, condition of the boat and engine type(e.g. Diesel, Unleaded, etc.)
Year Built	Numeric, year of the boat built
Length	Numeric, length in meter of the boat
Width	Numeric, width in meter of the boat
Material	Character, material of the boat (e.g. GRP, PVC, etc.)
Location	Character, location of the boat is listed
Number of views last 7 days	Numeric, number of the views of the list last 7 days

Submission Requirements

1. You are going to deliver an oral presentation to summarize the analysis you have performed and your findings. You should prepare up to 8 slides to present to the non-technical customer. The task list below describes what they expect to see in the presentation.

2. You can use any tools you want to do your analysis and create visualizations.

3. You must use the data we provide for the analysis.

4. Your presentation must be no longer than 10 minutes.

Task List - Oral Presentation

Your presentation must be no longer than 8 slides plus a title slide. You should not present for longer than 10 minutes.

Your presentation should be targetted at the non-technical customer who requested the work you have completed.

The presentation should include:
- An overview of the project and business goals
- Your key findings including visualizations to support those findings
- An overview of how your findings answer the customer questions
- Your recommendations to the business for future work

Grading

Before delivering your oral presentation, remember to check your work against the following grading criteria. You must pass all criteria to pass this part of the certification.

Domain	Description	Sufficient	Insufficient
Data Visualization	Create data visualizations to demonstrate the characteristics of data and represent relationships between features.	Has created at least two different types of data visualization that highlight characteristics of variables after validation. Has created at least one visualization that shows the relationship between two	Has used the same visualization throughout. Has not included graphics to represent single variables and relationships. Has not used visualizations that support the findings being presented.

		variables. Has used visualizations that support the findings being presented.	
Business Focus	Collects relevant information, detects patterns, observes and interprets data	Has described at least one of the business goals of the project

Has explained how their work has addressed the business problem

Has provided at least one recommendation for future action to be taken based on the outcome of the work done | Has not identified any business goals

Has not explained how their work has addressed the business problem

Has not provided any recommendations for future actions |
| Communication | Employs multiple tactics (written and verbal) to communicate to business leaders | Has delivered a verbal presentation addressing the business goals, outcomes and recommendations | Has not delivered a verbal presentation or delivers a presentation that does not mention the goals, outcomes or recommendations. |