Boat Sales

introduction

New Nautical Nearly Analysis

Case Study about The last 7 days

After Cleaning The Data from duplicates and non values and Zero values.
We made analysis on Boat Features to figure out The most viewed Boats.
checking if the most expensive Boats are the most viewed!.
and If there common features among the most viewed boats.

Methodology :

• **Correlation Coefficient:**

Correlation Coefficient is a statistical method and specific measure that quantifies the Strength of the liner relationship between two variables in a correlation analysis to tell us how closely the relationship between the variables. Correlation Values always range between (1 strong positive relation, -1 strong negative relation)

• **Counting and comparing**
• the most displayed features on our website and the most viewed features.

Adding Recommendations:

Based on our insights will add recommendations about how to increase Views by 75 % as its targeted from our Marketing Team

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Prices And Currencies

6589 Total Records	**1066197** Total Views last 7 Days
3399 Min of Prices	**23500000** Max of Prices

-0.05 Correlation (Prices USD-Views)

290850.03 Average of Prices

The Highest Correlated Currency

0.45 CHF

Correlation (Prices in USD- Views) last 7 days
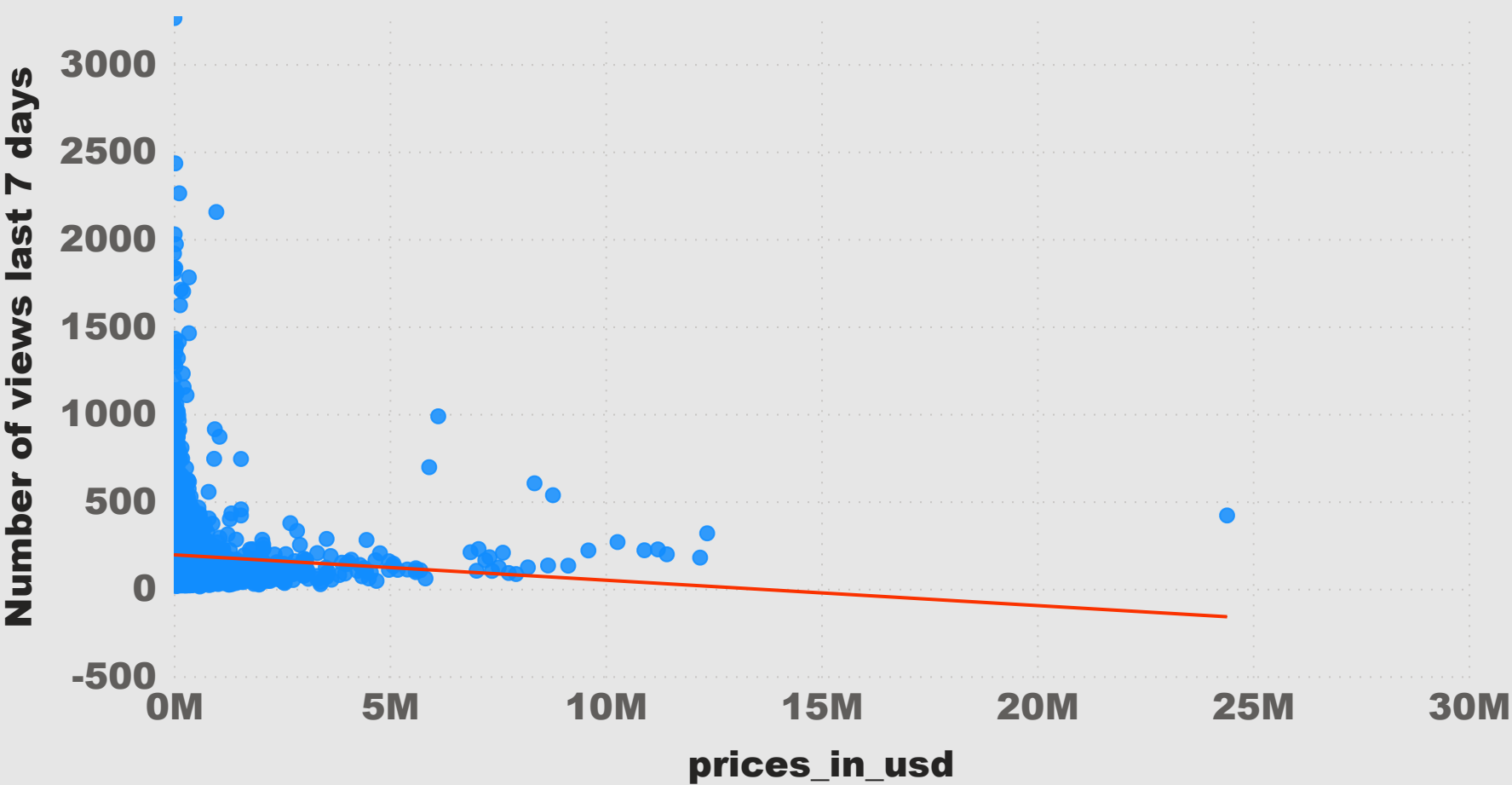
Most Viewed Prices and its Number of views last 7 days

Values: 7825, 7391, 6893, 6568, 6143, 6136, 5565, 5541, 5231, 5086

prices_in_usd: 67,502.50, 46,732.50, 36,347.50, 25,962.50, 102,811.50, 92,426.50, 57,117.50, 35,000.00, 77,887.50, 14,900.00

Most Displayed Currencies in our Website

Currency	Count
EUR	5.5K
CHF	0.8K
GBP	0.2K
DKK	0.1K
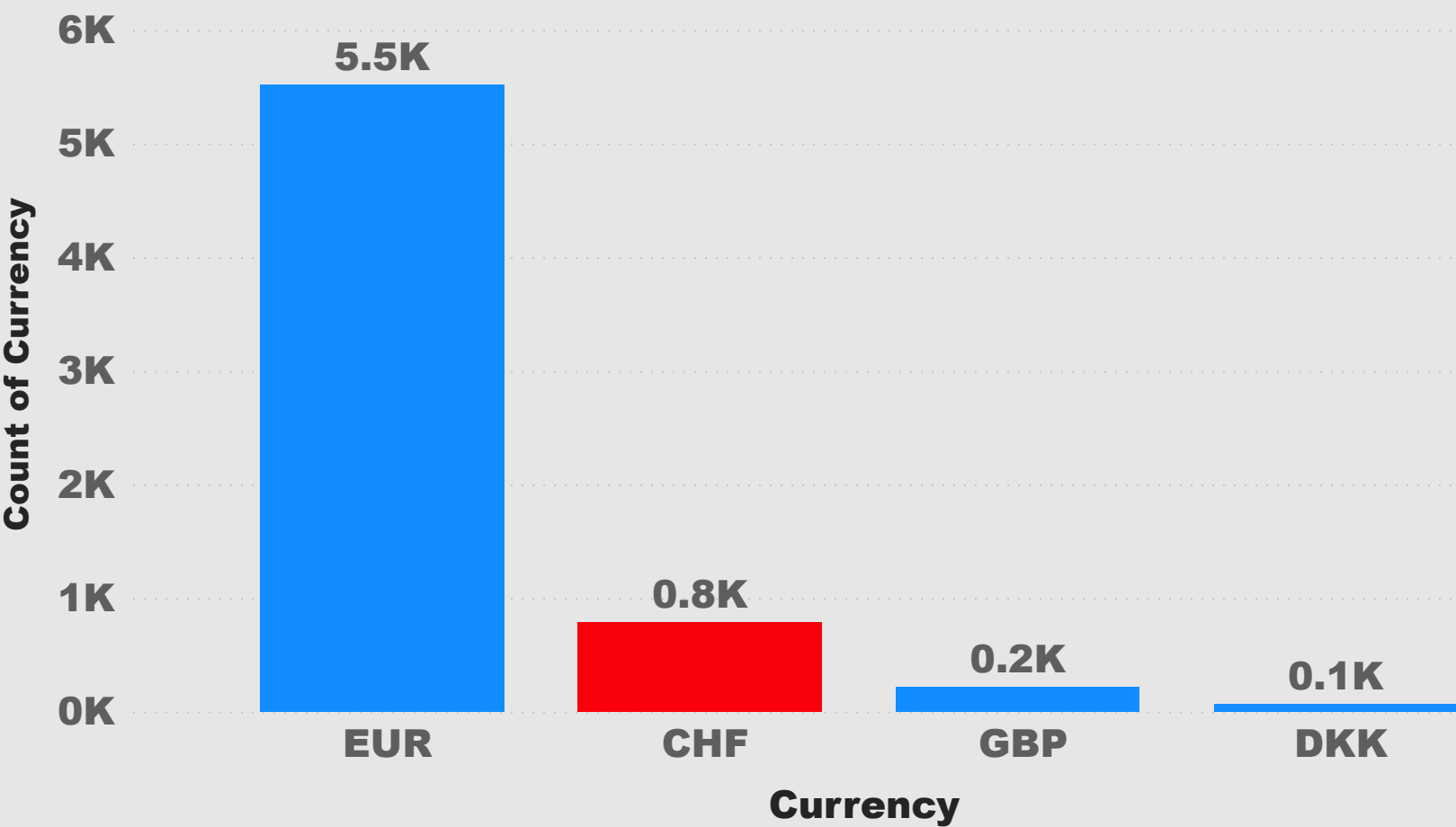
Most Viewed Currencies and its number of views

Currency	Views
EUR	742K
CHF	293K
GBP	20K
DKK	11K
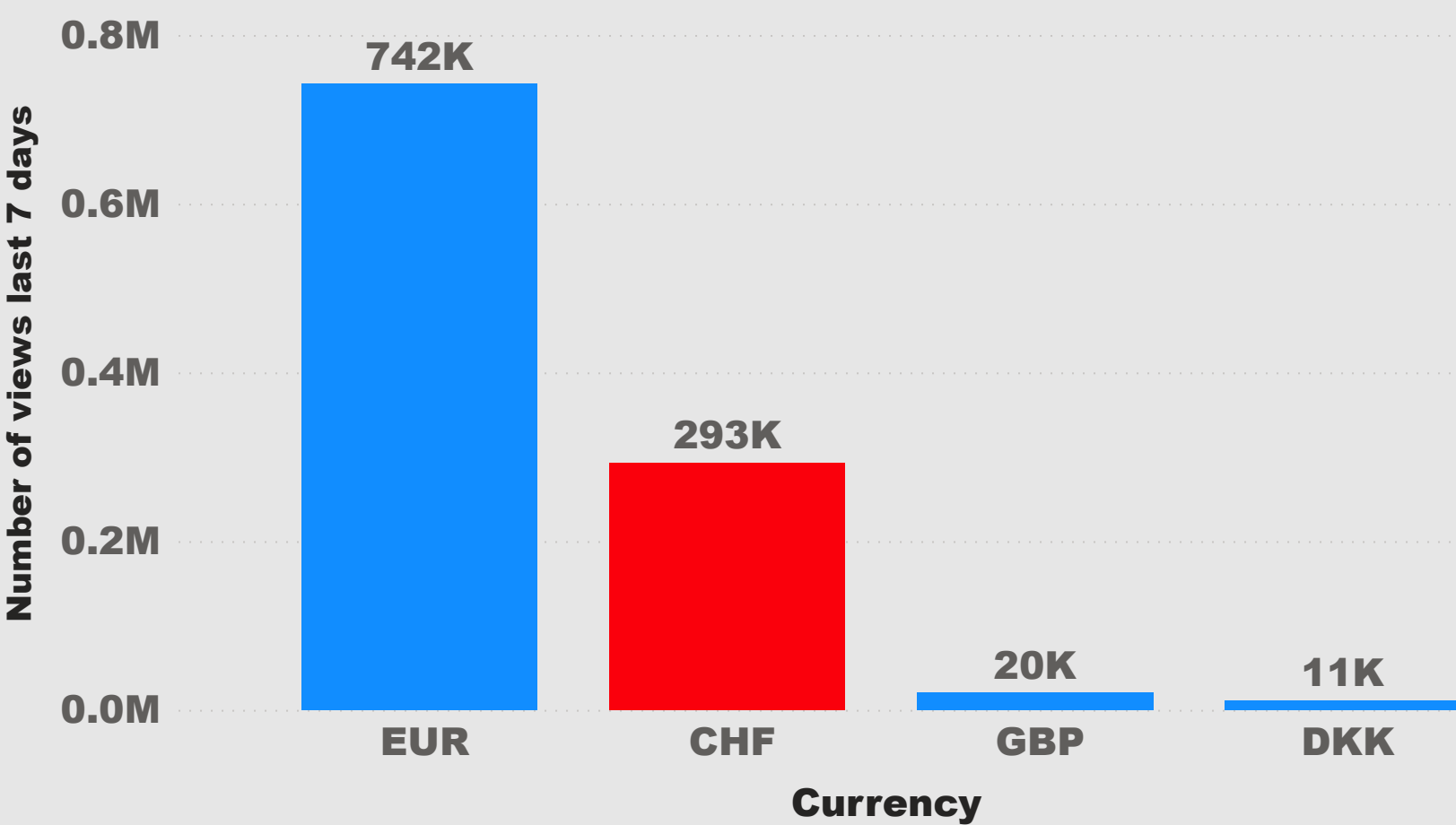
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Sizes And Materials

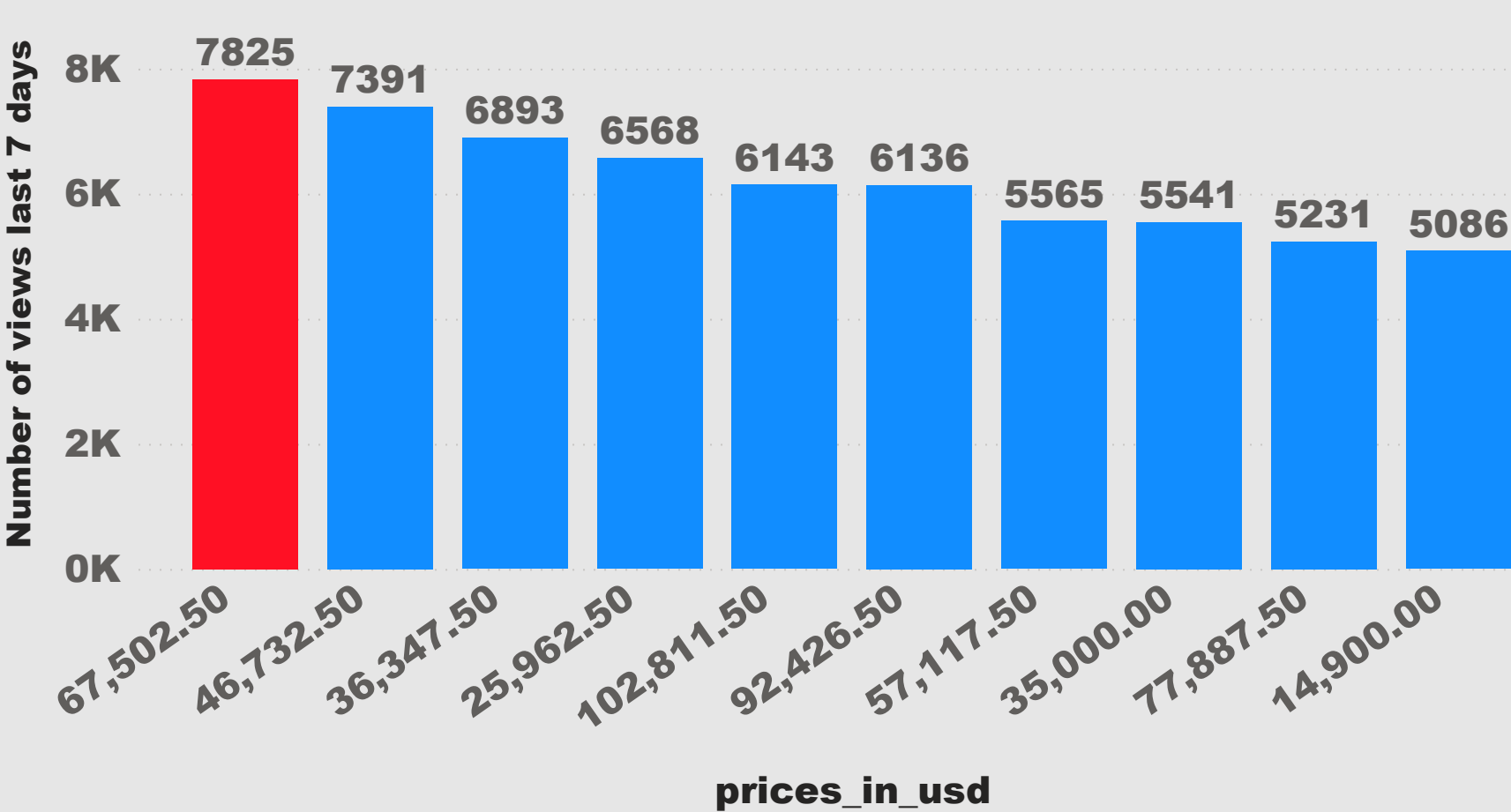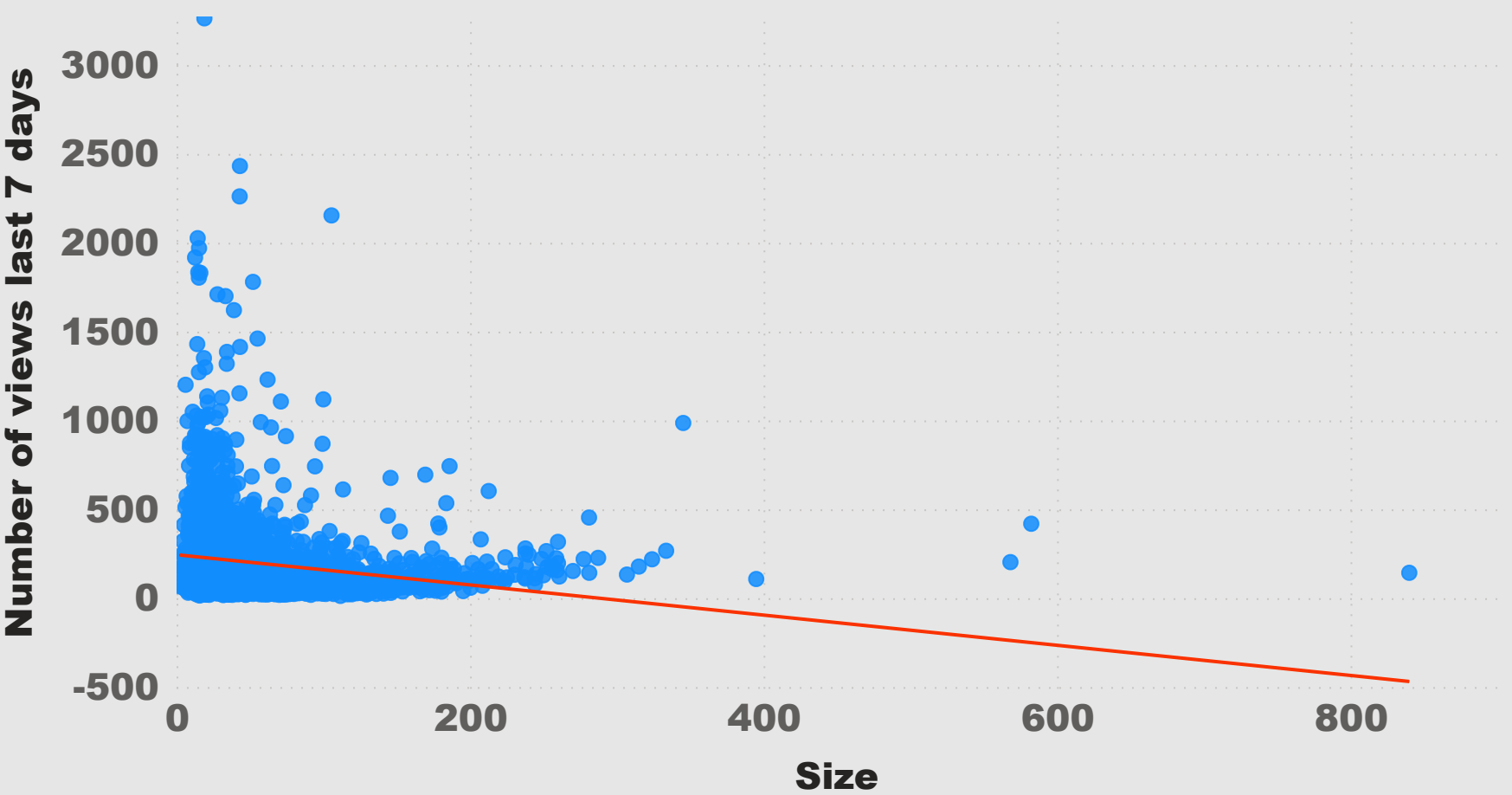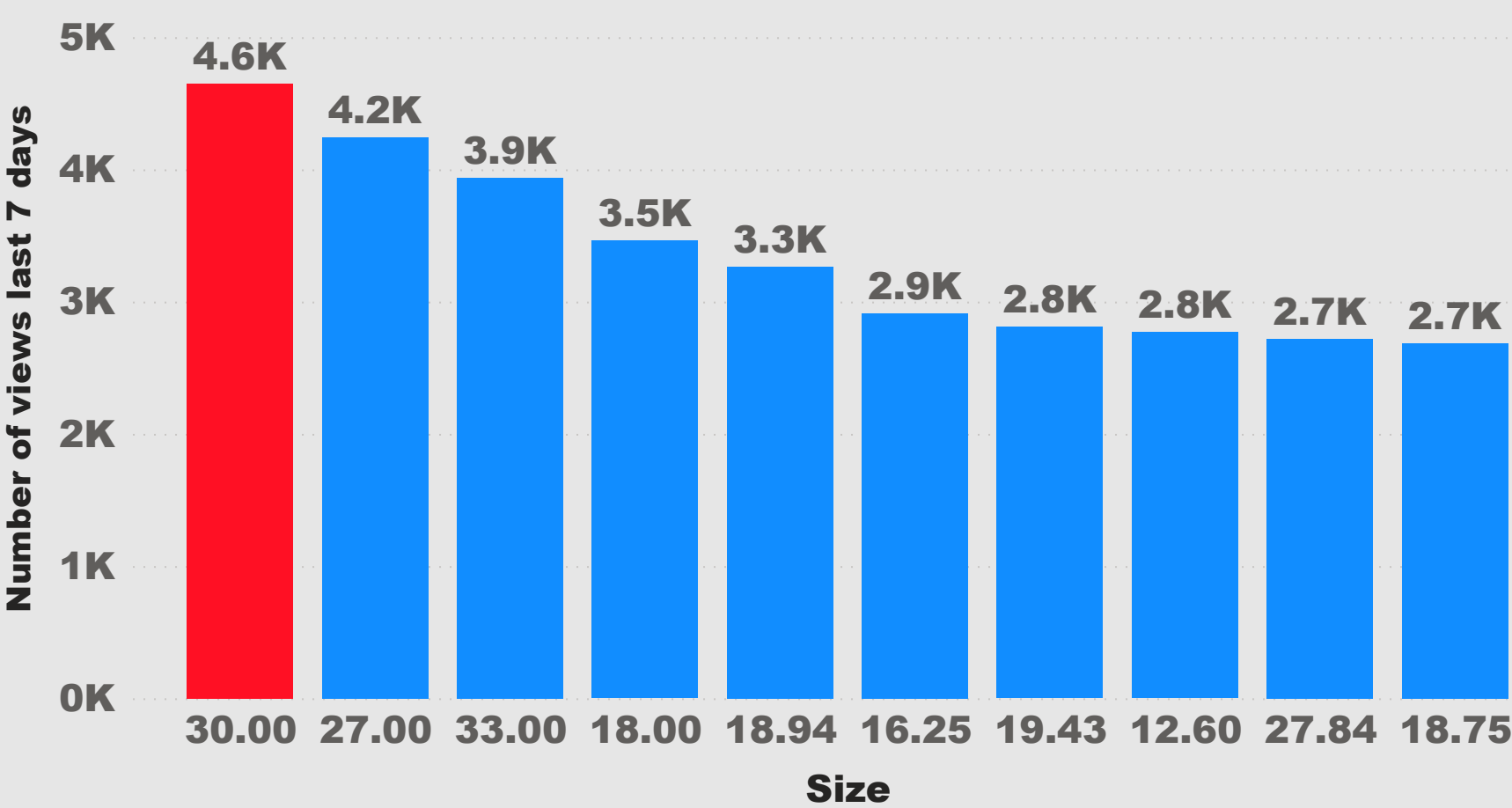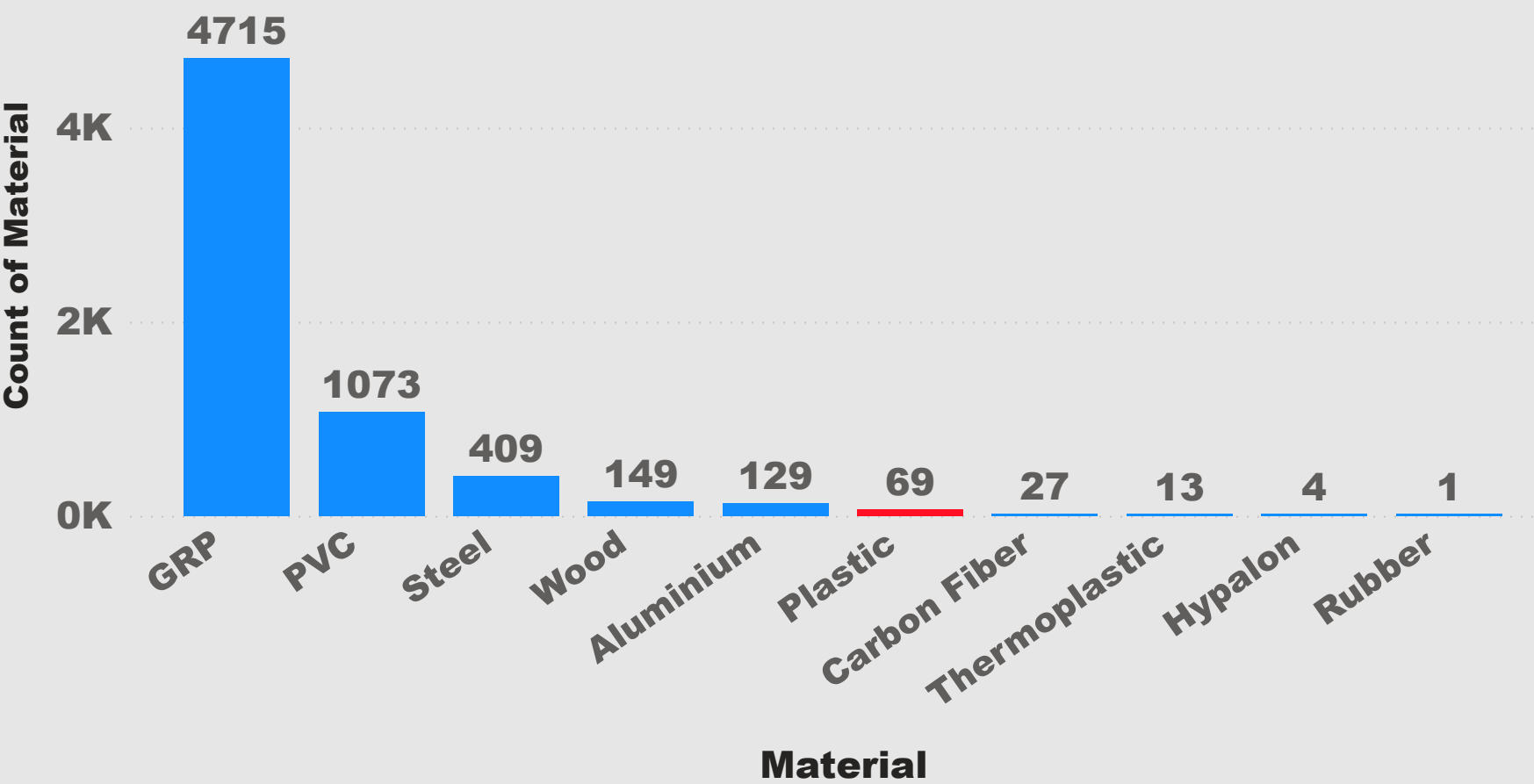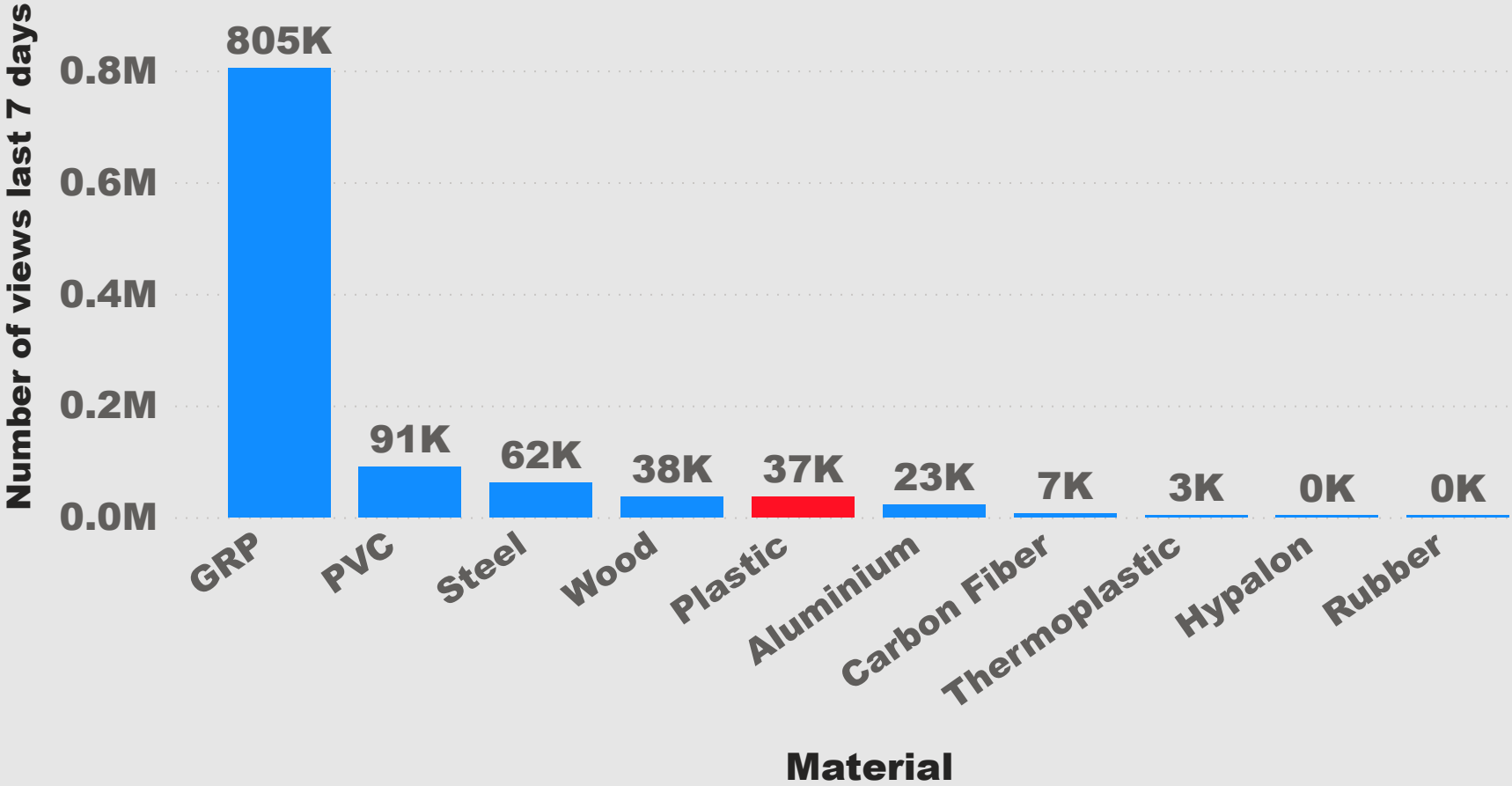|			
6589 Total Records	**1066197** Total Views last 7 Days	**-0.14** Correlation(Sizes -Views)	**The Highest Correlated Material**
2.07 Min of Size	**840.00** Max of Size	**44.41** Average of Size	**0.23** Plastic

Correlation (Sizes- Views) last 7 days

Most Viewed Sizes and its Number of views last 7 days

Values (left to right): 4.6K, 4.2K, 3.9K, 3.5K, 3.3K, 2.9K, 2.8K, 2.8K, 2.7K, 2.7K

Sizes: 30.00, 27.00, 33.00, 18.00, 18.94, 16.25, 19.43, 12.60, 27.84, 18.75

Most Displayed Material in our Website

Material	GRP	PVC	Steel	Wood	Aluminium	Plastic	Carbon Fiber	Thermoplastic	Hypalon	Rubber
Count	4715	1073	409	149	129	69	27	13	4	1

Most Viewed Materials and its number of views

Material	GRP	PVC	Steel	Wood	Plastic	Aluminium	Carbon Fiber	Thermoplastic	Hypalon	Rubber
Views	805K	91K	62K	38K	37K	23K	7K	3K	0K	0K

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Correlation (LifeTime- Views) last 7 days
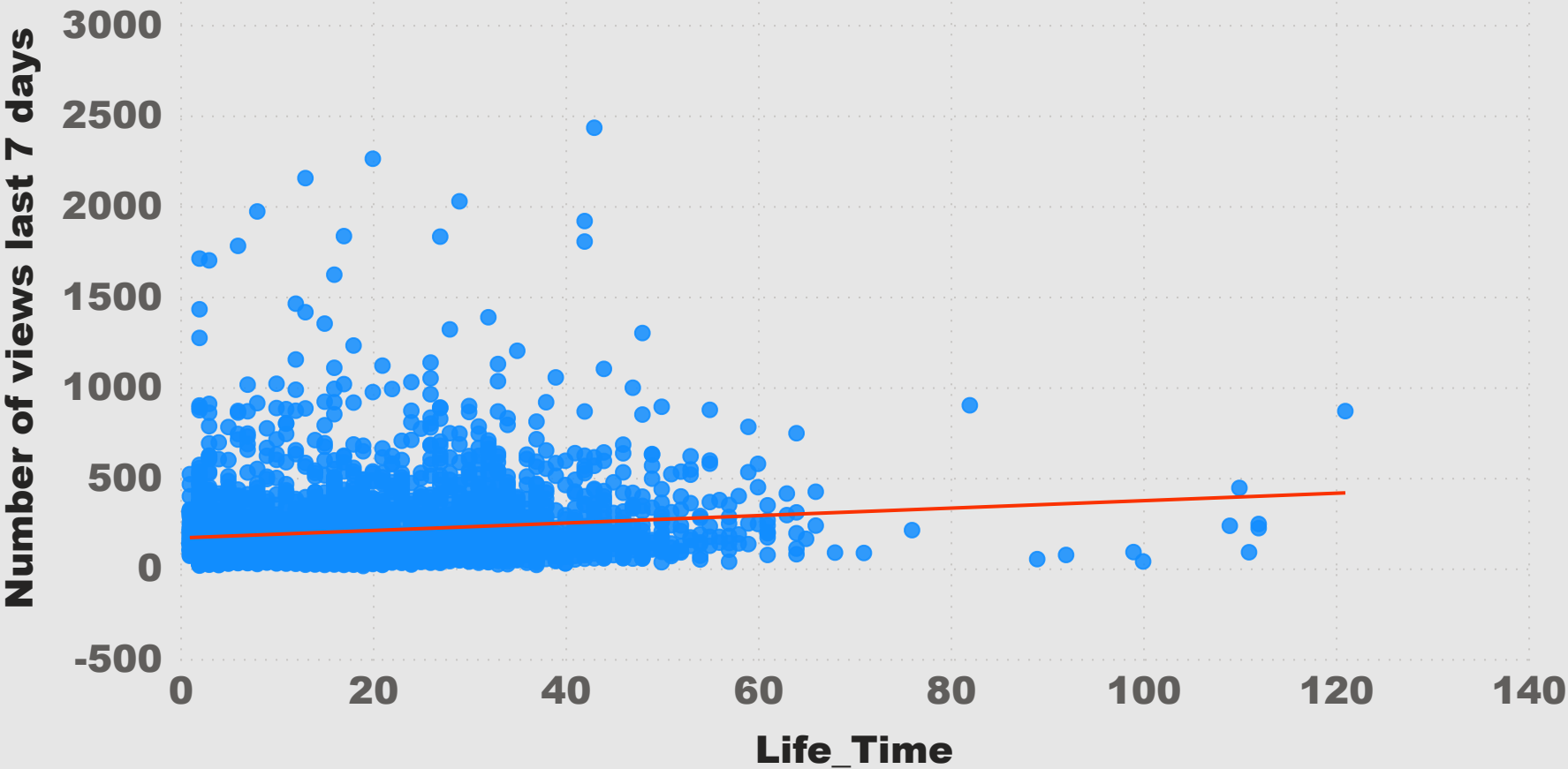
Most Viewed Life times and its Number of views last 7 days
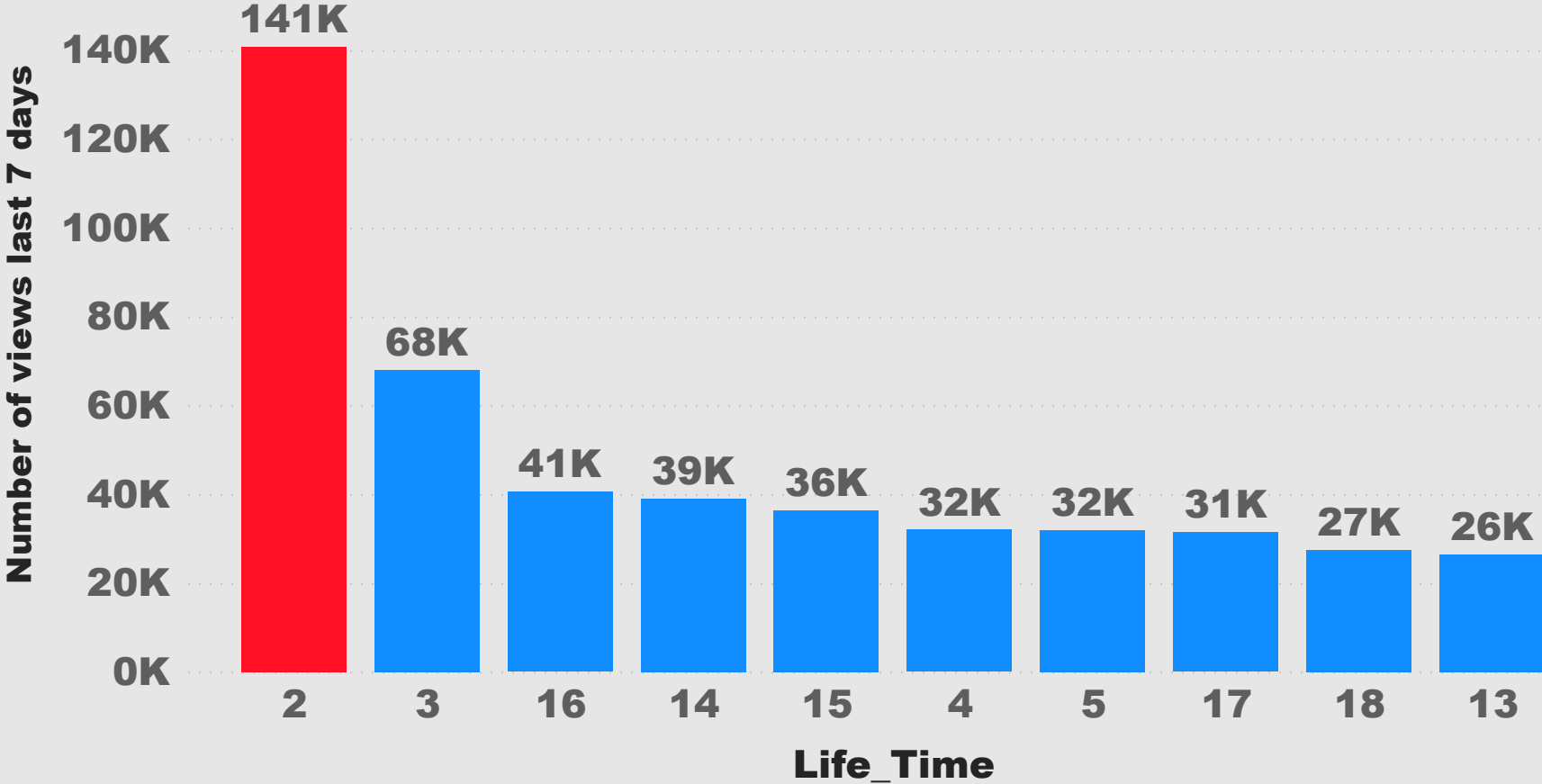
Most Displayed Types on our Website

Most Viewed Types and its number of views

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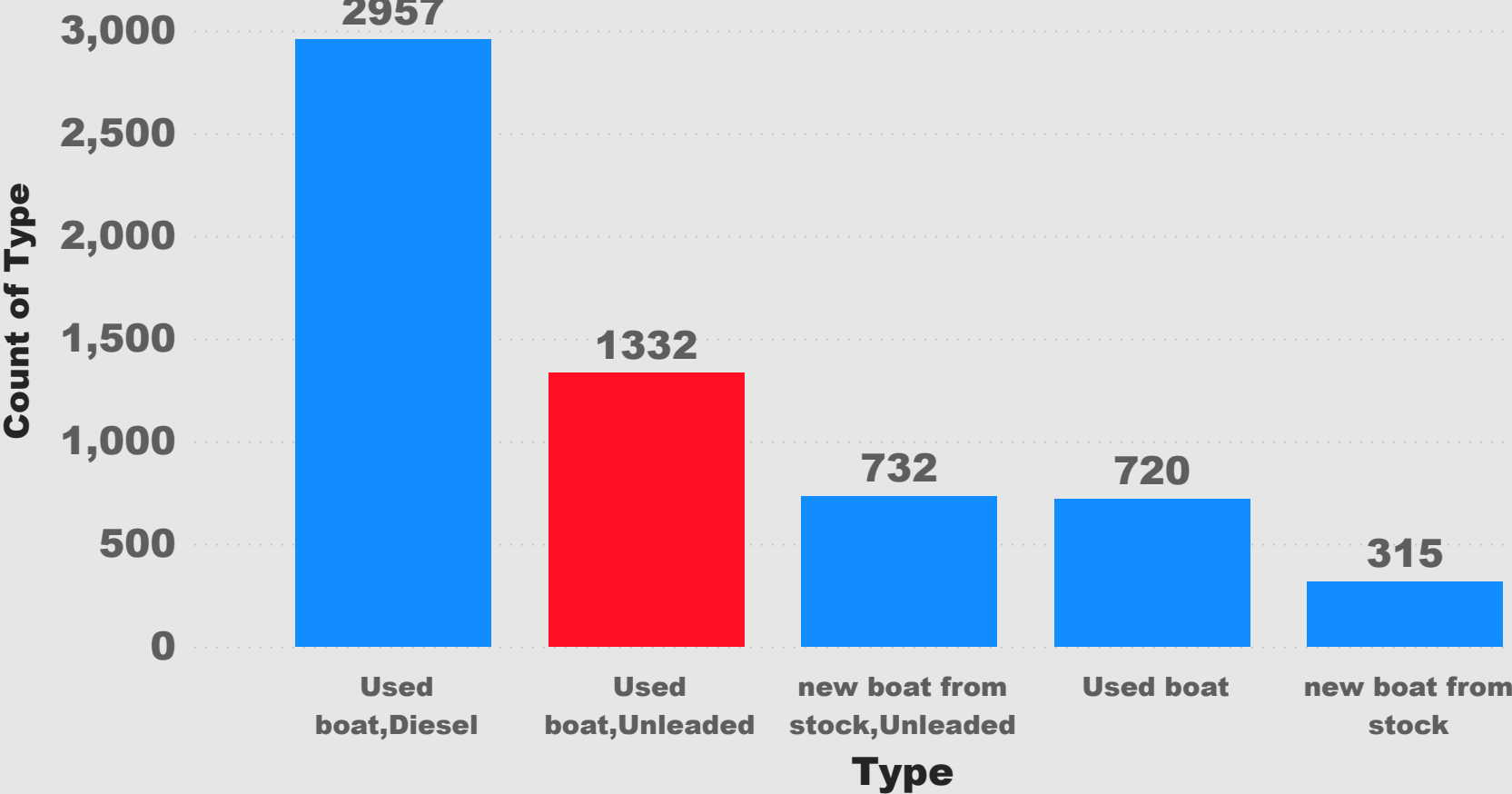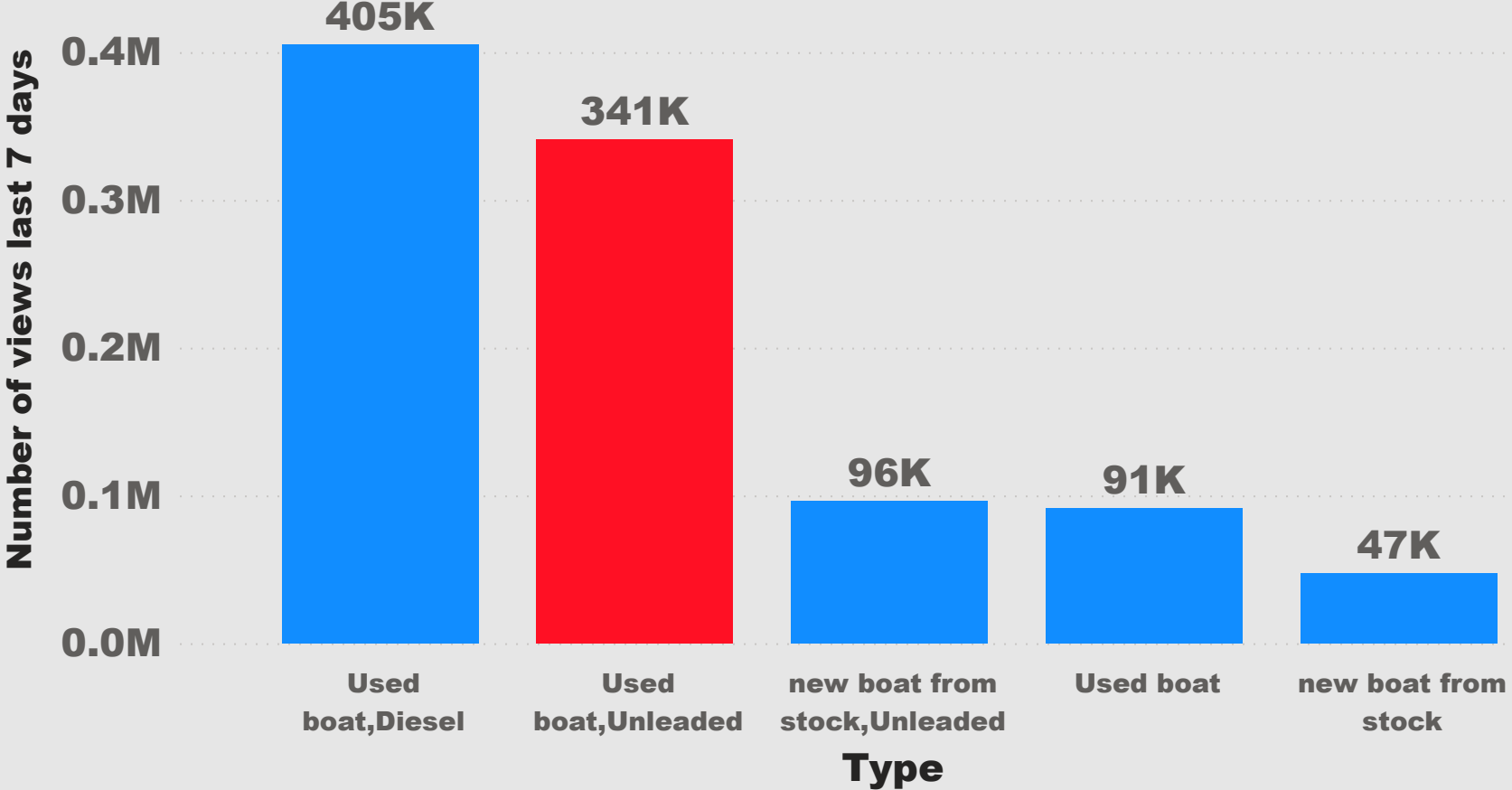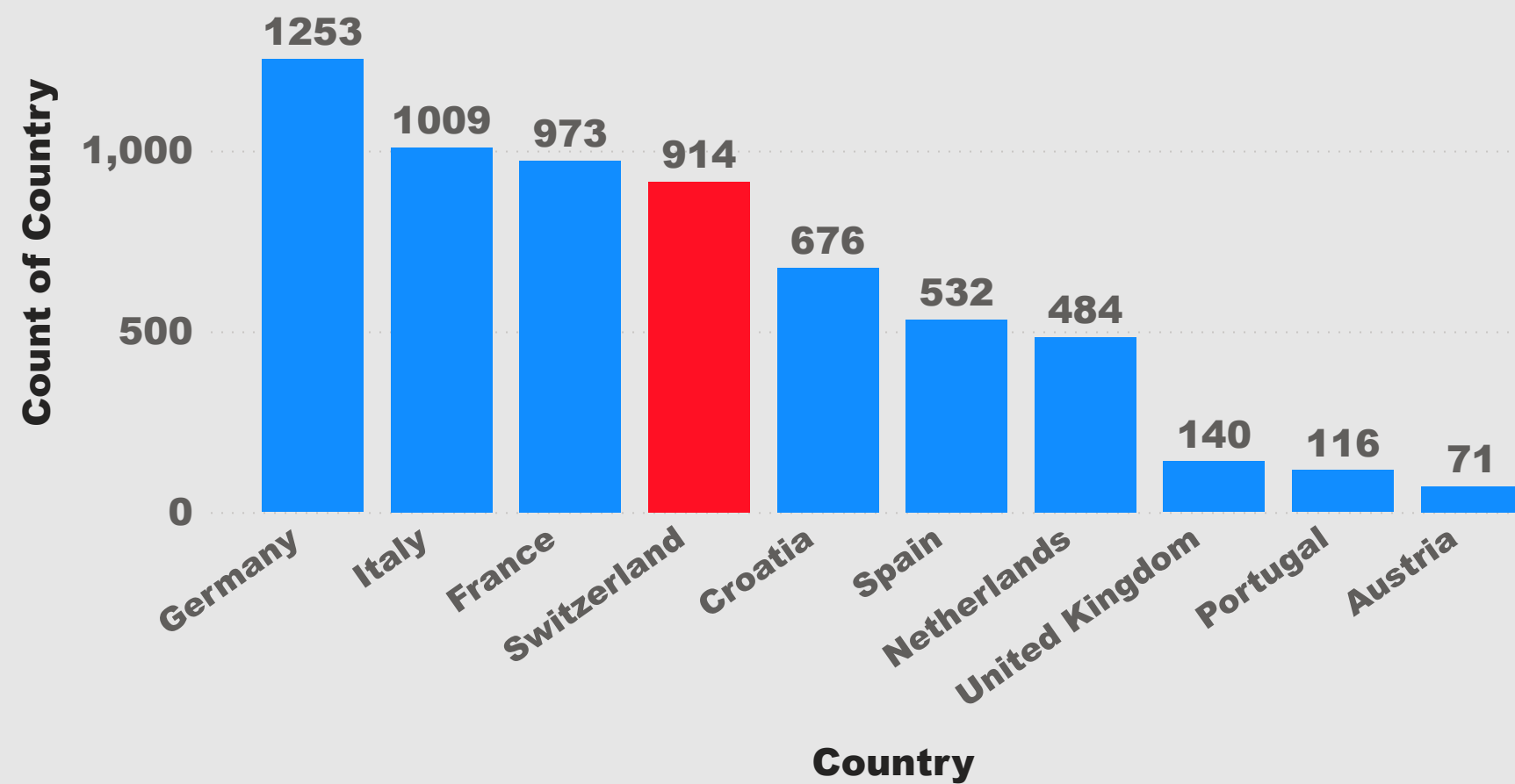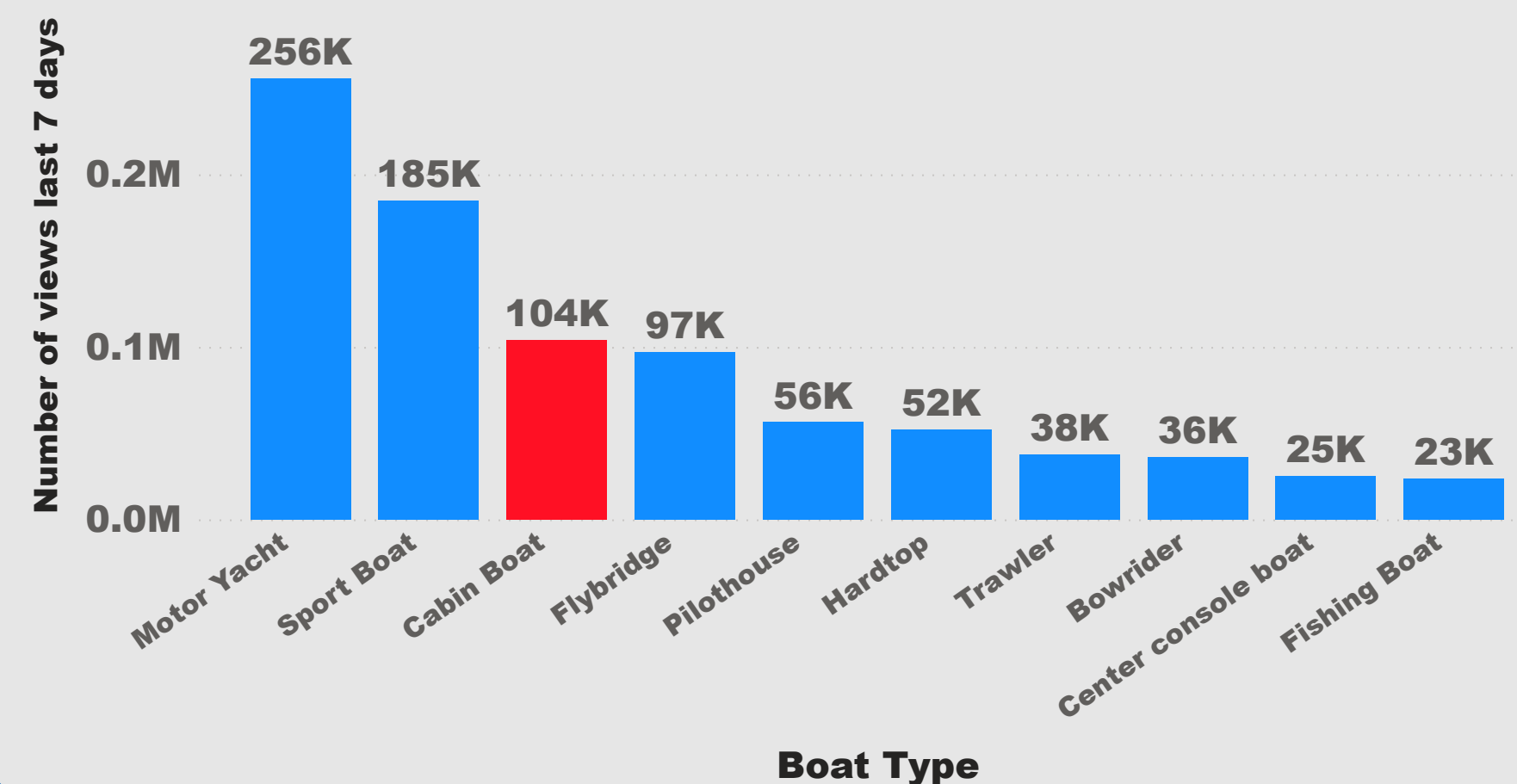|			
Location Country And **Boat Type**	**6589** Total Records	**1066197** Total Views last 7 Days	**The Highest Correlated Country** 0.46 Switzerland
	48 Total Location Countries	**109** Total Boat Types	**The Highest Correlated Boat Type** 0.19 Cabin Boat

Most Displayed Location Countries on our website

Bar chart — Count of Country by Country:
- Germany: 1253
- Italy: 1009
- France: 973
- Switzerland: 914 (highlighted)
- Croatia: 676
- Spain: 532
- Netherlands: 484
- United Kingdom: 140
- Portugal: 116
- Austria: 71

Most Viewed Country and its Number of views last 7 days

Bar chart — Number of views last 7 days by Country:
- Switzerland: 326K (highlighted)
- Germany: 220K
- Italy: 126K
- France: 91K
- Croatia: 81K
- Spain: 63K
- Netherlands: 59K
- Austria: 13K
- Portugal: 13K
- United Kingdom: 12K
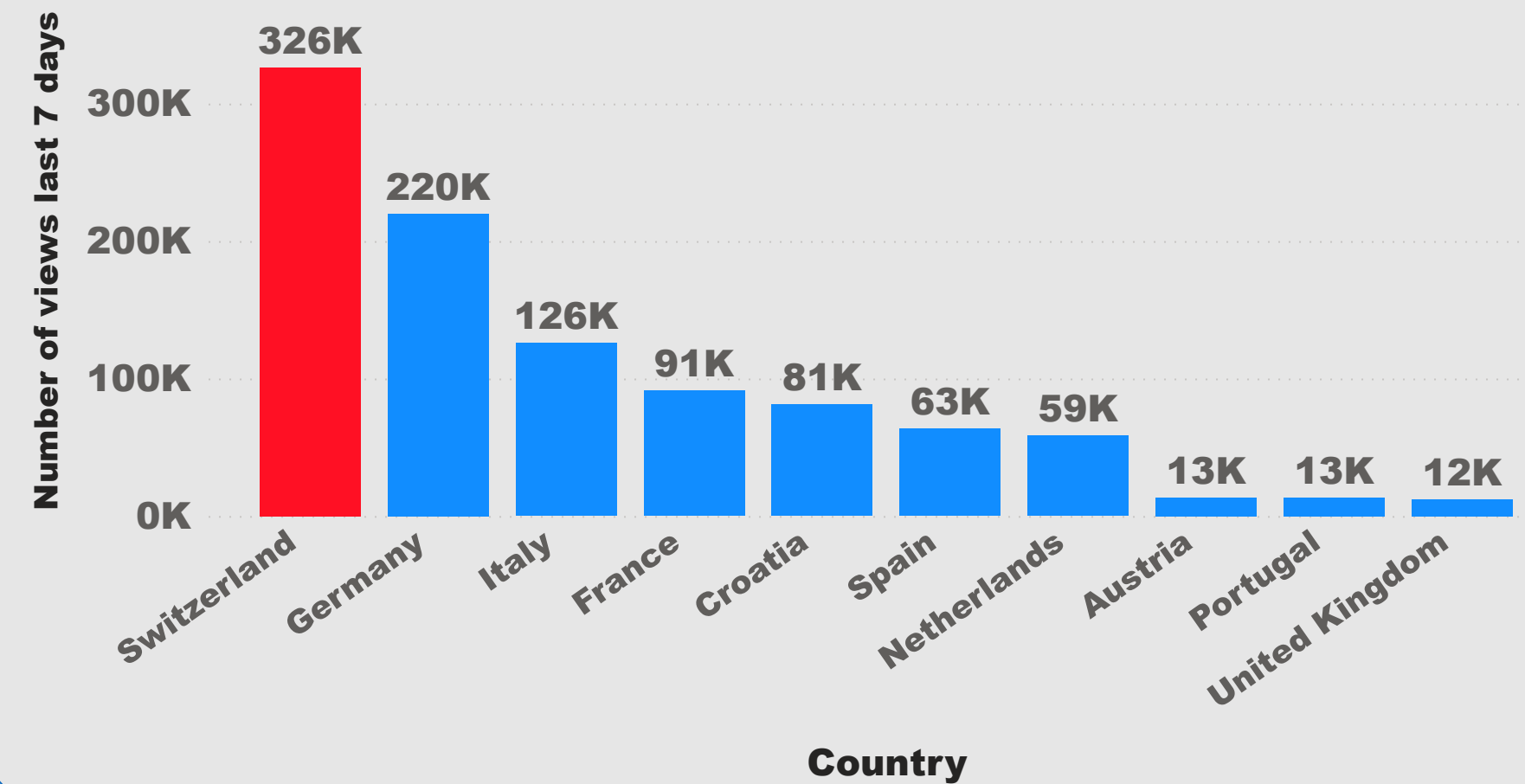
Most Displayed Boat Types on our Website

Bar chart — Count of Boat Type by Boat Type:
- Motor Yacht: 1817
- Sport Boat: 944
- Flybridge: 887
- Pilothouse: 445
- Cabin Boat: 413 (highlighted)
- Hardtop: 382
- Trawler: 330
- Center console boat: 256
- Bowrider: 205
- Deck Boat: 177
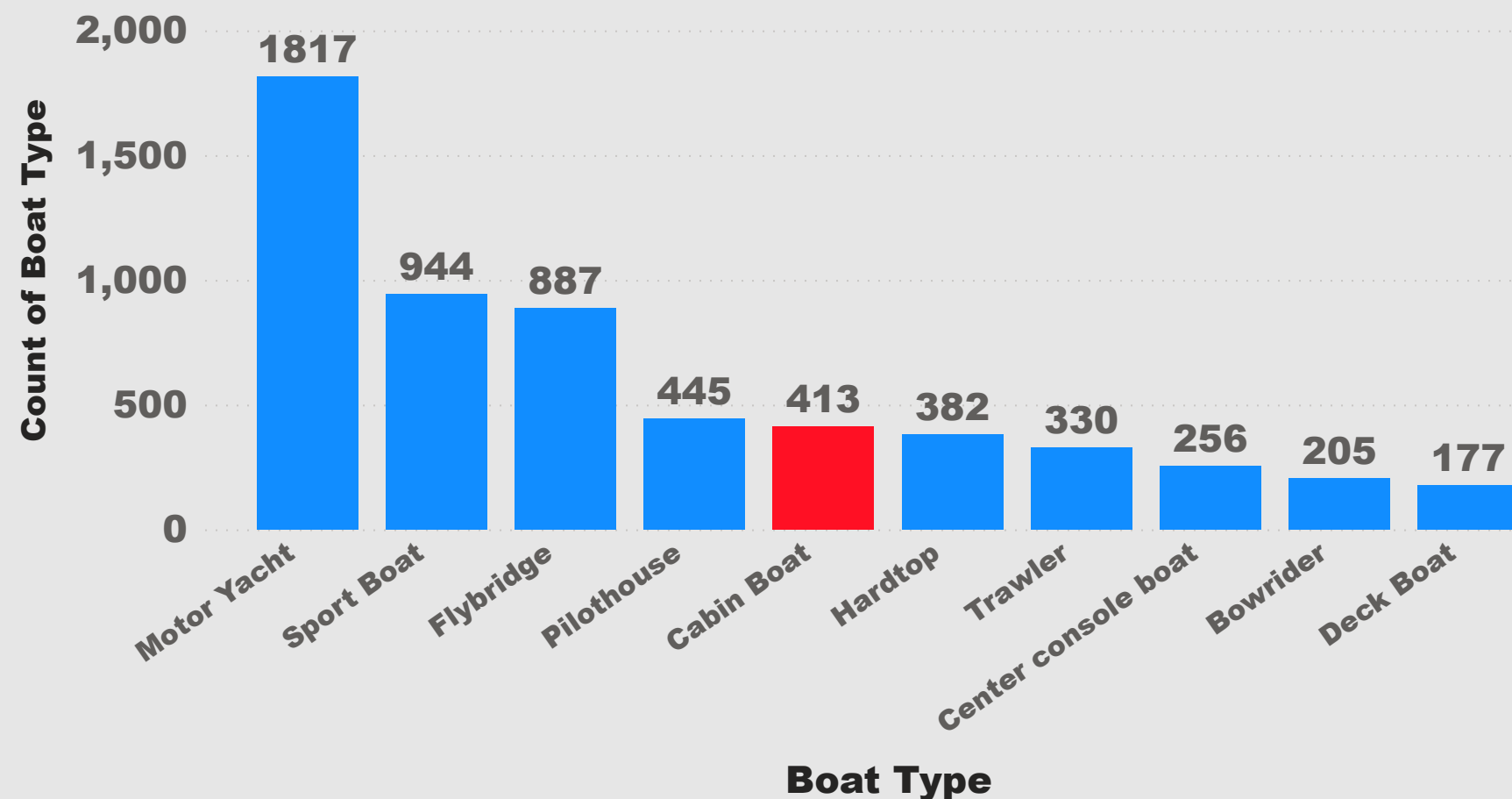
Most Viewed Boat Types and its number of views

Bar chart — Number of views last 7 days by Boat Type:
- Motor Yacht: 256K
- Sport Boat: 185K
- Cabin Boat: 104K (highlighted)
- Flybridge: 97K
- Pilothouse: 56K
- Hardtop: 52K
- Trawler: 38K
- Bowrider: 36K
- Center console boat: 25K
- Fishing Boat: 23K
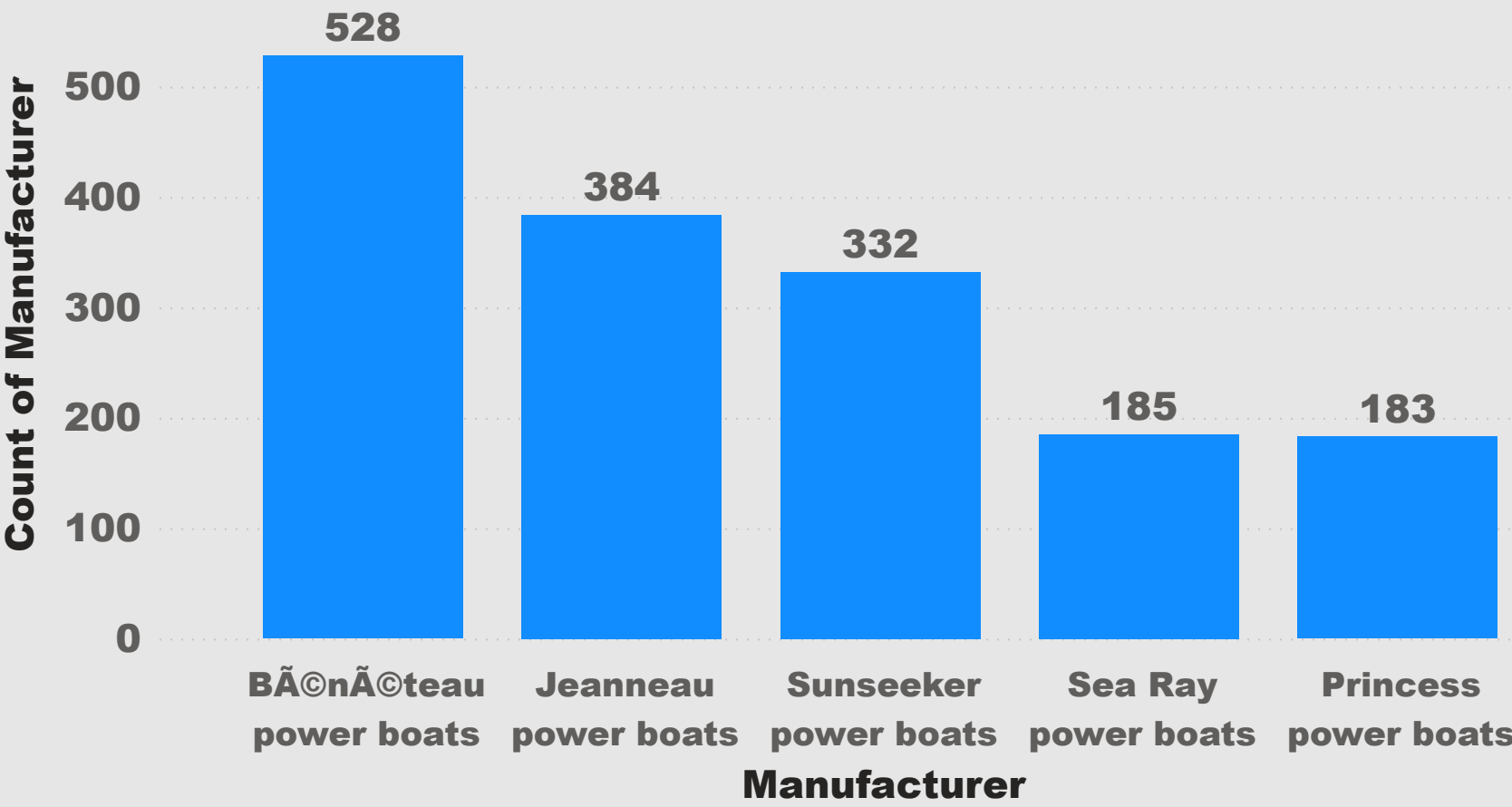
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Manufacturer

6589
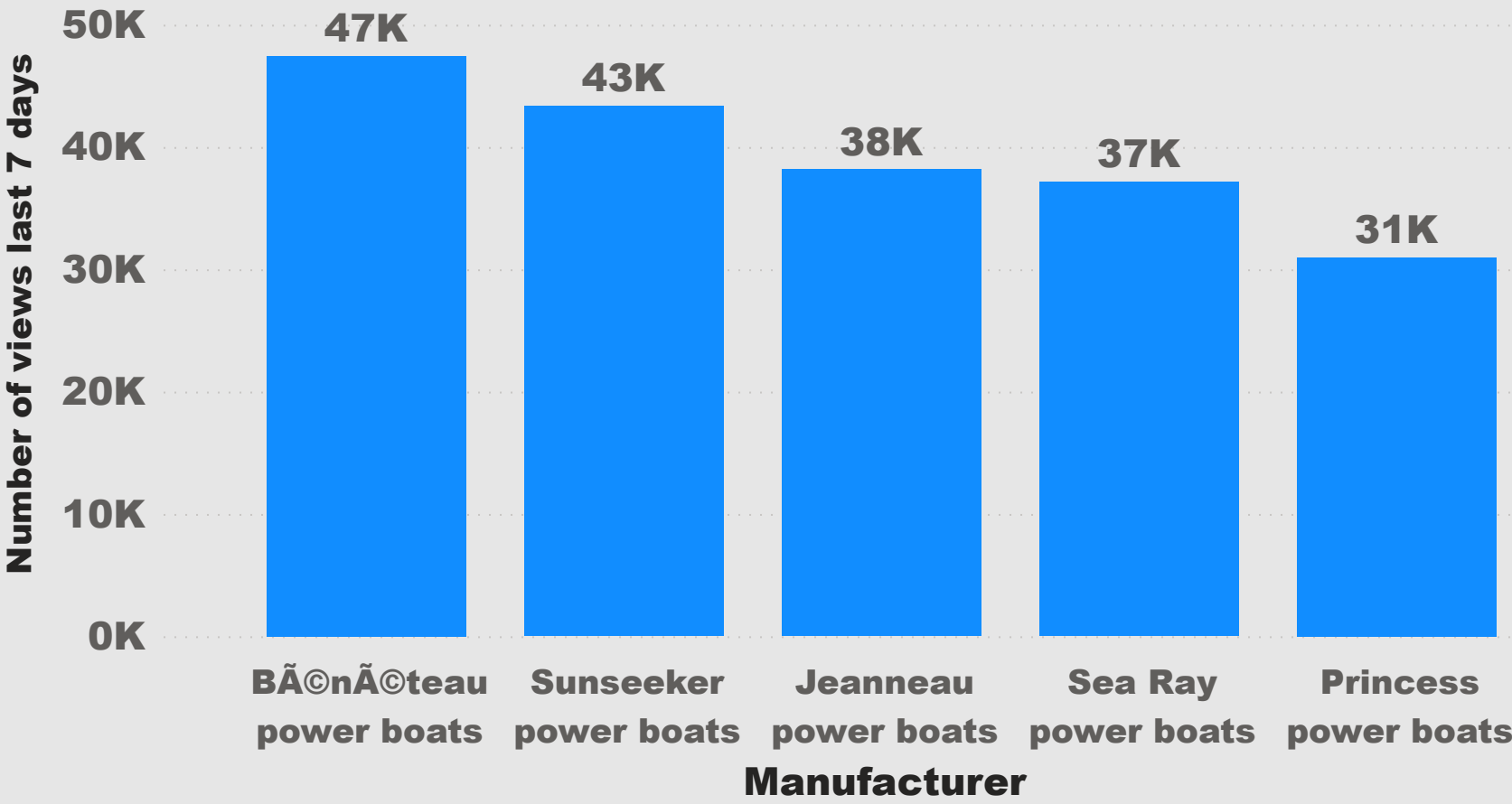Total Records

1066197
Total Views last 7 Days

806
Total Manufacturers

The Highest Correlated Manufacturer
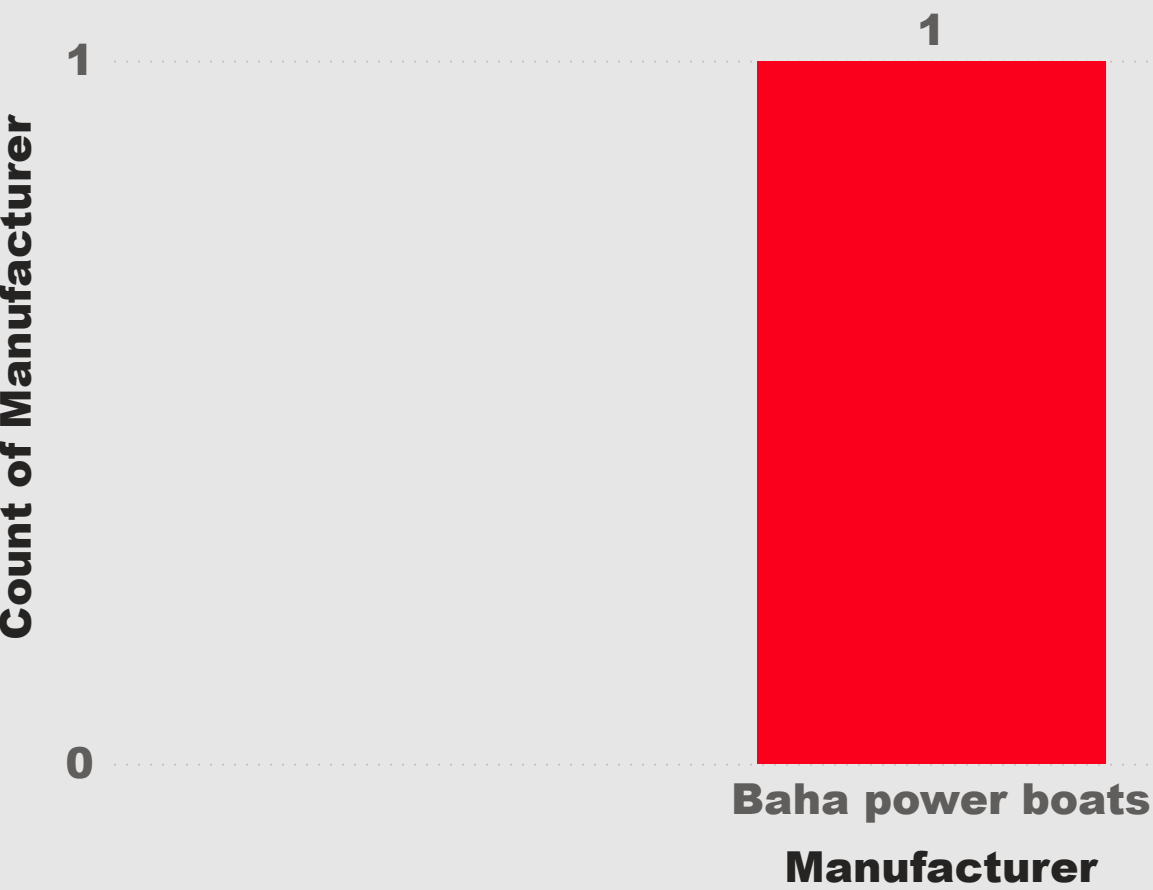
0.12
Baha power boats

Most Displayed Manufacturer on our website

Manufacturer	Count of Manufacturer
BÃ©nÃ©teau power boats	528
Jeanneau power boats	384
Sunseeker power boats	332
Sea Ray power boats	185
Princess power boats	183

Most Viewed manufacturer and its Number of views last 7 days

Manufacturer	Number of views last 7 days
BÃ©nÃ©teau power boats	47K
Sunseeker power boats	43K
Jeanneau power boats	38K
Sea Ray power boats	37K
Princess power boats	31K

Baha Power Boats displayed in our website

Manufacturer	Count of Manufacturer
Baha power boats	1

Views of Baha power Boats last 7 days

Manufacturer	Number of views last 7 days
Baha power boats	1831
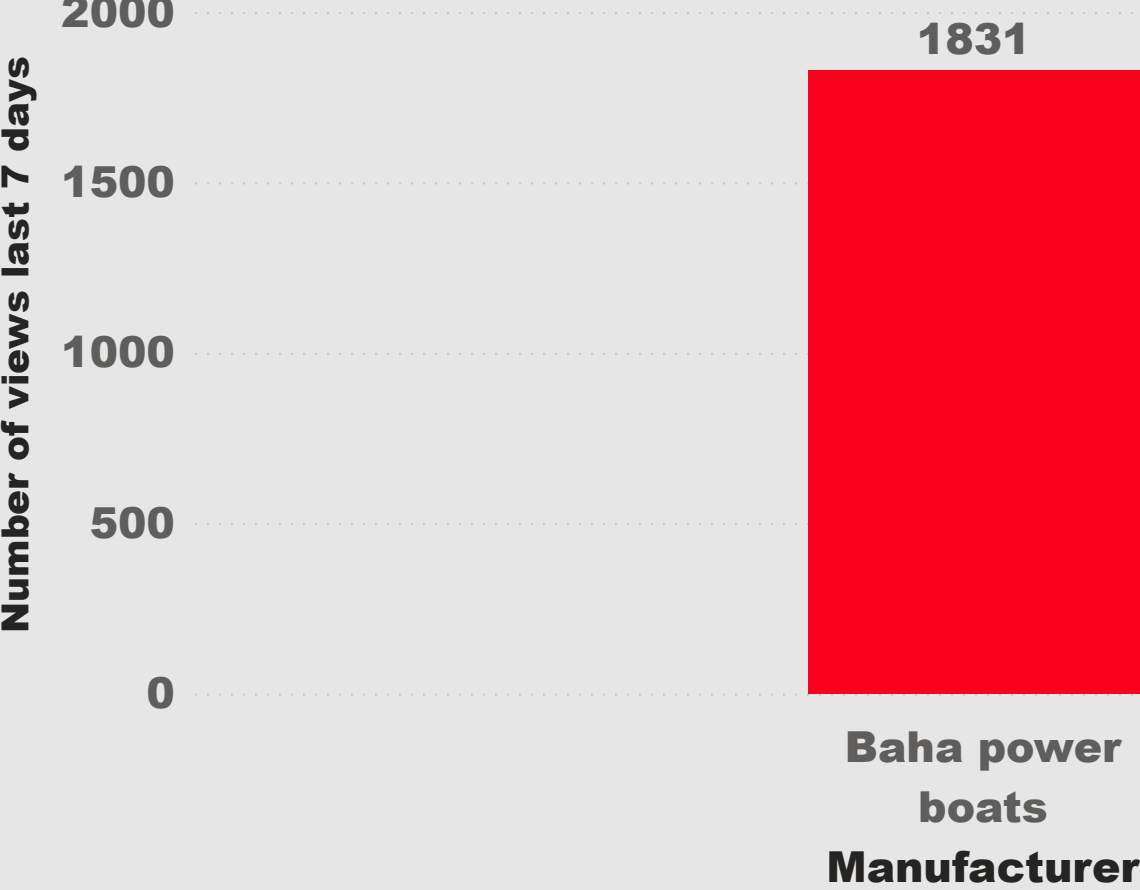
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Conclusion

Based on last 7 days Data

Prices slightly correlated to Views with Correlation Coefficient -5 (5%)

The most Expensive Boats are not getting The most Views.

its expected to increase Viewers by 5 Viewers for every 100 USD less.

Features are getting most views :

Location Country in Switzerland. with Correlation Coefficient .46 (46%)

Currency of Prices "Frank Switzerland (CHF)" with Correlation Coefficient .45 (45%)

Used Boat, Unleaded with Correlation Coefficient .28 (28%)

Cabin Boat with Correlation Coefficient .19 (19%)

Plastic Material with Correlation Coefficient .23 (23%)

Baha Power Boat Manufacturer with Correlation Coefficient .12 (12%)

Prices in USD 67502.50 is The most viewed Price with 7825 Viewers.

Sizes 30 M is the most viewed size with 4648 viewers.

lifetime(Year built 2020) of Boat 2 years is the most viewed with 140741 viewers.

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Recommendations

Based on last 7 days Data analysis

- Targeting Boats in Switzerland and highlight it.

- asking our customers to offer Their Boats in CHF currency.

- giving our customers a list of the Prices of the most views to avoid being out of views.

- Targeting the Features (cabin Boat Boat Type, used boat(unleaded) Type, plastic Material , Baha Power Boat manufacturer , 2020 Year built , small sizes(30 M)).