Boat Sales

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Summary of Data Source

This dataset represents information of used boats for sale on a website. Boat owners can list their boats and prospective buyers can view the listings online along with all its information. The marketing team is preparing a weekly newsletter for boat owners to help them get more views on their boat. In this analysis we will explore the current trends in boat sales to allow boat owners to get a better understanding of the current market and stay on top of trends.

I chose this data set because I am interested in working in data analytics for marketing and/or sales. This would be a great piece to add to my portfolio and show off my skills.

Data Source: <https://www.kaggle.com/datasets/karthikbhandary2/boat-sales?resource=download>

Data Cleaning

No duplicates

Fixed mixed data types

Deleted some null values

Changed price to American currency

Changed location to only say the country

Made Type column into 2 separate columns, Boat Condition and Engine Type

Data Profile

Blank rows and blank columns in cleaned date set

|  |  |  |  |
| --- | --- | --- | --- |
| Column Name | Column Description | Datatype | Time Variant |
| Price | Boat price listed in American currencies | Quantitative | Yes |
| Boat Type | Type of boat | Qualitative | No |
| Manufacturer | Manufacturer of the boat | Qualitative | No |
| Boat Condition | Condition of the boat | Qualitative | Yes |
| Engine Type | Type of engine | Qualitative | No |
| Year | Year of the boat built | Qualitative | No |
| Length | Length in meter of the boat | Quantitative | No |
| Width | Width in meter of the boat | Quantitative | No |
| Material | Material of the boat | Qualitative | No |
| Location | Location of the boat | Qualitative | No |
| Number of views last seven days | Number of views the boat has had in the last seven days | Quantitative | Yes |

Limitations and Ethics

All boat prices are different currencies and can be difficult to compare prices. (CHF DKK EUR)

The location of the boats includes the country and an imprecise location which is not consistent across all the listings

Questions to Explore

What characteristics do the boats with the most views have?

Are there common features among the most viewed boats?

Do the more expensive boats get the more visits?

Does location affect the amount of views?