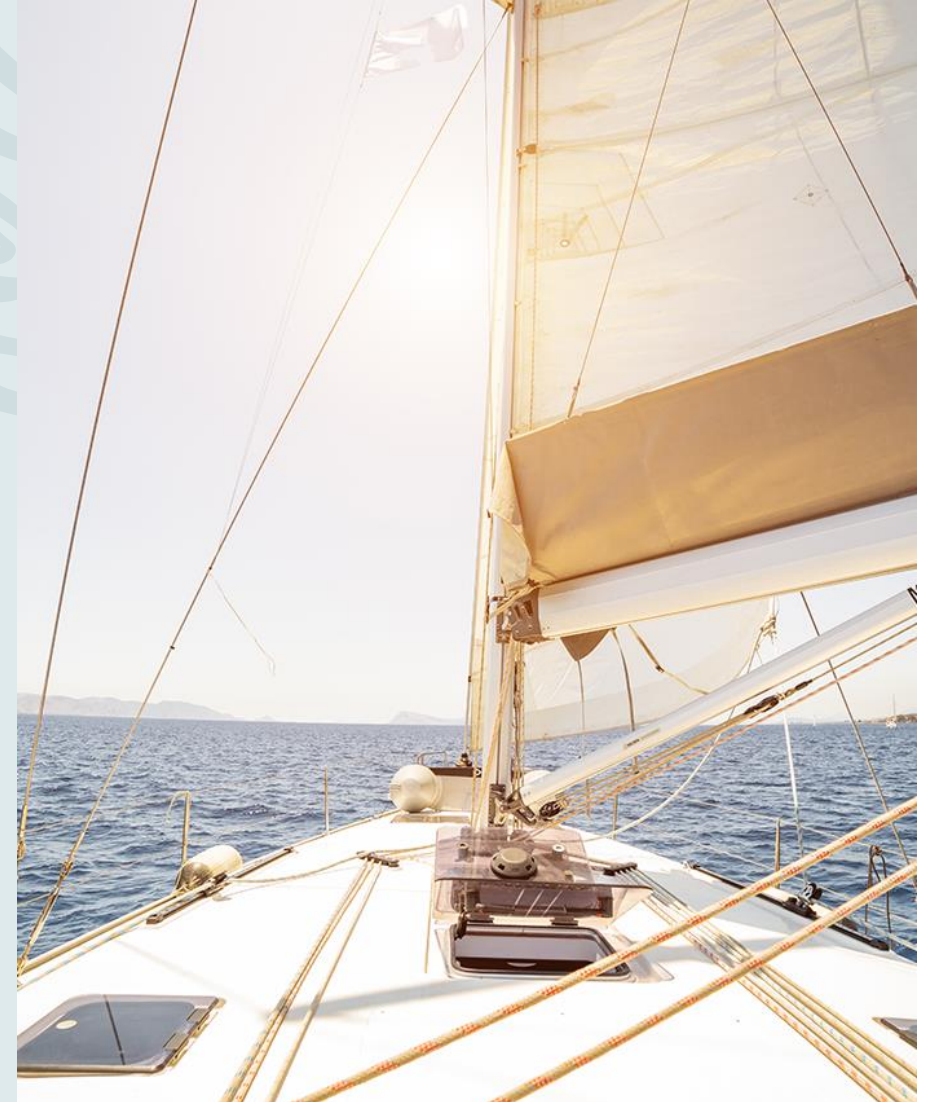# SUPERYACHT INSIGHTS: 2014-2024

A Data-Driven Analysis on Mega Yachts Utilizing Python for Advanced Visualization
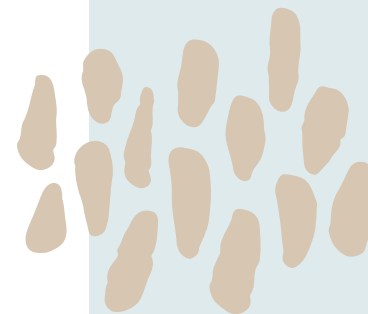
Jex Pearce

Mega Yachts: What and Why?

- Definitions:

  o Superyacht: Over 30m in length

  o Megayacht: Over 60m in length

- Challenge: Superyacht data is notoriously secretive, particularly for yachts between 30m-50m

  This project concentrates on Megayachts (60m+), where their data is more reliable and accessible. SQL, Javascript, and Python were then utilized to extract yacht information from vesselfinder.com

Focus of the Analysis: Key Yacht Attributes

- Will be focusing on the Mega Yacht Name, Length, Gross Tonnage (GT), Builder Company.

- Unfortunately, insights into it's location of purchase, and broker are highly secretive, and hard to obtain.

```
print(megayachts.head())

        IMO        Name          Country    Type    Built      GT   DWT   Length  \
0   1011886    NAUTILUS    Cayman Islands   Yacht   2014.0    1876   291     73.0
1   1012000     WHISPER    Cayman Islands   Yacht   2014.0    2928   353     95.0
2   1012220       YALLA             Malta   Yacht   2014.0    1711   330     73.0
3   9638757   COCOA BEAN    Cayman Islands   Yacht   2014.0    1590   558     73.0
4   1012189     ELYSIAN    Cayman Islands   Yacht   2014.0    1527   238     66.0

     Width                                                    Link  \
0     13.0    https://www.vesselfinder.com//vessels/details/...
1     13.0    https://www.vesselfinder.com//vessels/details/...
2     12.0    https://www.vesselfinder.com//vessels/details/...
3     11.0    https://www.vesselfinder.com//vessels/details/...
4     12.0    https://www.vesselfinder.com//vessels/details/...

        Builder Company
0              Feadship
1               Lürssen
2                   CRN
3               Trinity
4    Abeking & Rasmussen
```
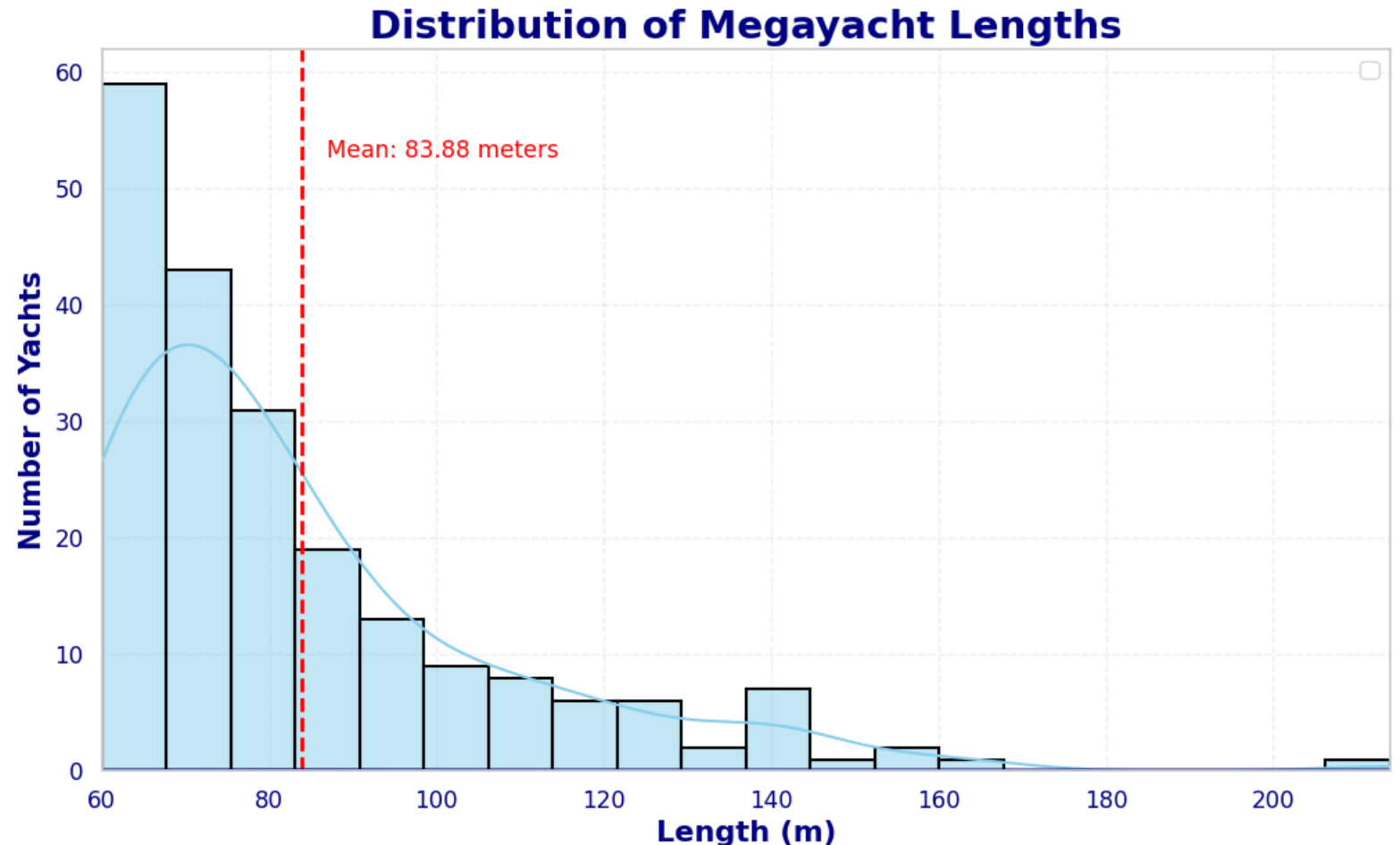
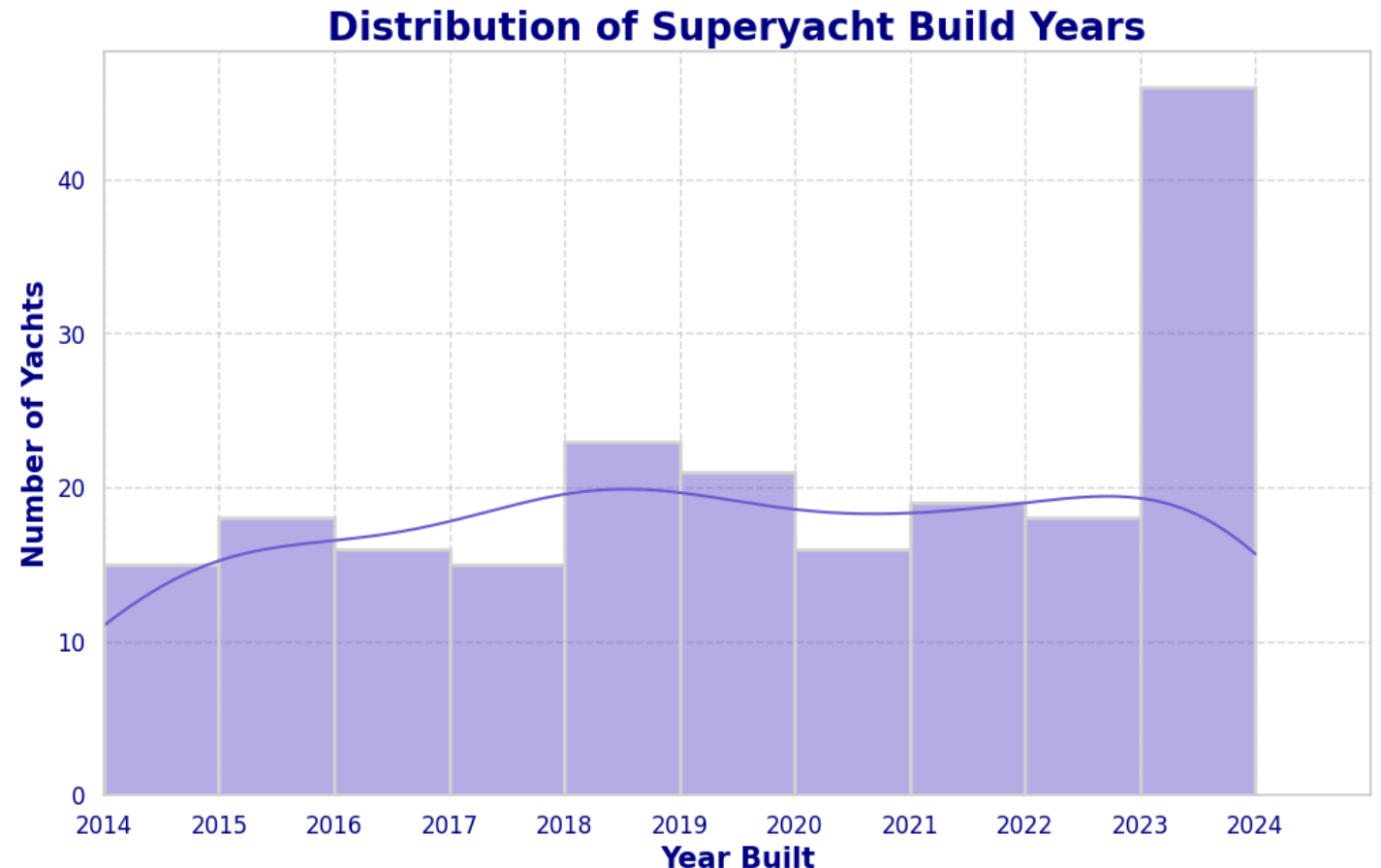The first 5 entries from the compiled dataset above

Mega Yacht Length Distribution: Analyzing Size Trends

- Starting simple, this histogram illustrates the distribution of Mega Yacht lengths from 2014 to 2024.

- Most Mega Yachts fall within the 60-90 meter range, with a central tendency mean of 83.88 meters.

Distribution of Megayacht Lengths
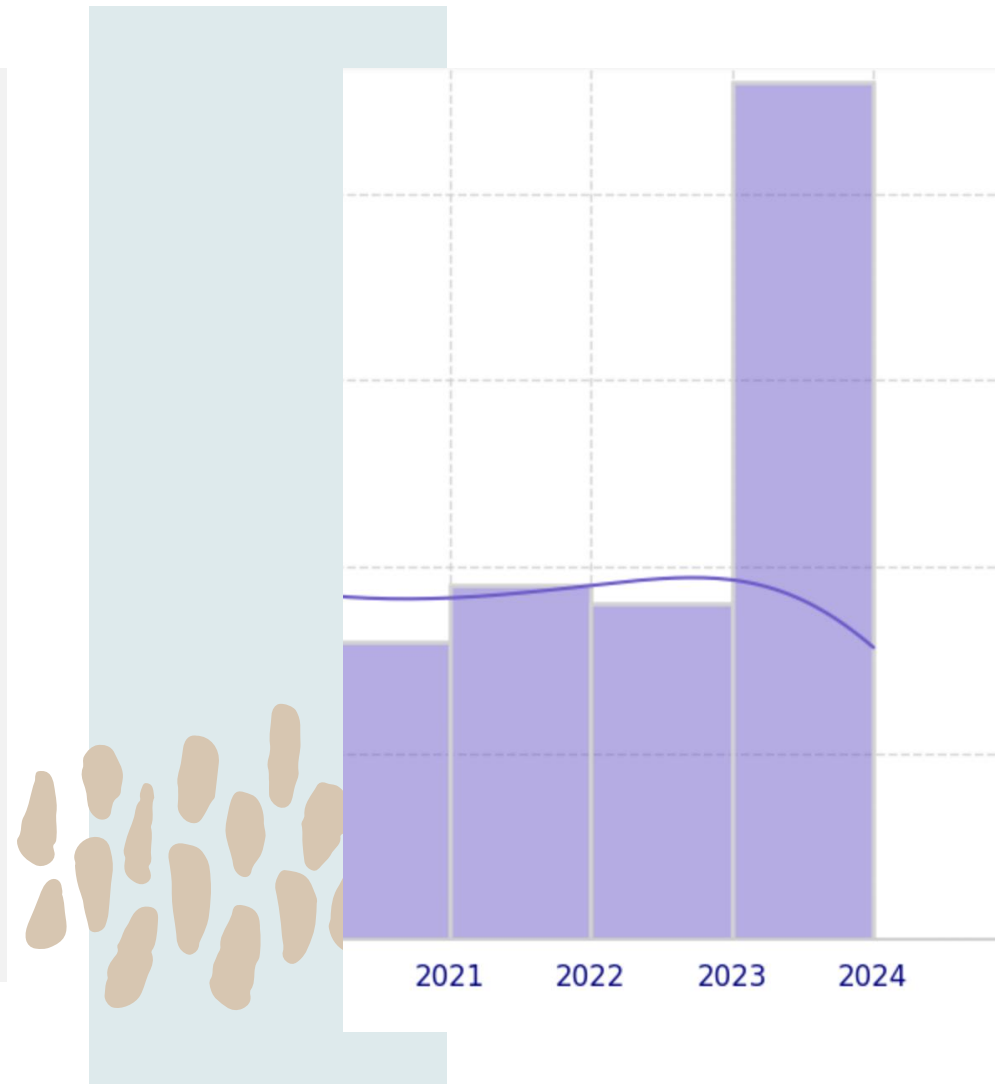
Mean: 83.88 meters

Mega Yacht Production Over the Years

- This chart shows the distribution of superyacht production across the years 2014-2024.

- The data indicates a notable peak in yacht builds in 2024, highlighting a recent surge in production post COVID.

Distribution of Superyacht Build Years

Why the Increase in Production?

- Yachting became more popular in 2020 as it provided a way for the client to get away from it all while many other forms of holiday travel were restricted, owing to measures taken to contain the pandemic.

- 'Superyachtimes'.com states "we also heard from several brokerage houses that a lot of their regular charter clients finally took the plunge into yacht ownership in 2020", explaining the rise of completed yachts in 2023 due to the heightened interest in new Mega Yachts.
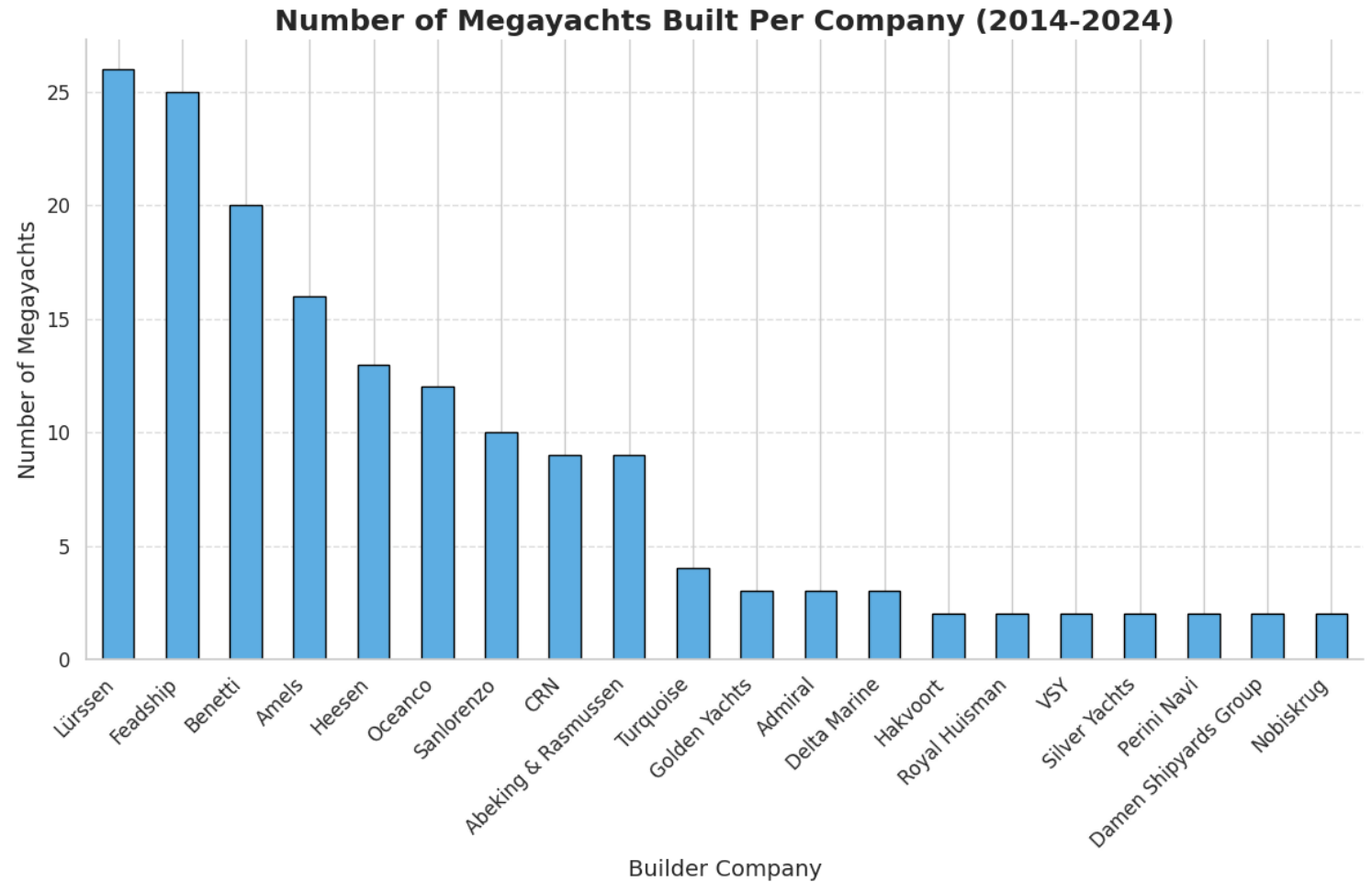
Analyzing Mega Yacht Builder Companies

- Step 1: Removing Yacht companies with only one Mega Yacht built

  - Reason for Removal: Companies that have only built a single yacht in the last 10 years can skew the analysis, especially when calculating averages and trends.

  - These outliers may not represent the typical production capabilities or trends of the industry. By focusing on companies with a more consistent output, the analysis will be more robust and provide insights that are more reflective of the overall industry patterns.

```python
yachtspercompany = megayachts['Builder Company'].value_counts()
#filtering the companies that only built one yacht
companieswithoneyacht = yachtspercompany[yachtspercompany == 1]
df = pd.DataFrame(companieswithoneyacht).reset_index()
halfway = len(df) // 2
wrappeddf = pd.concat([df.iloc[:halfway], df.iloc[halfway:].reset_index(drop=True)], axis=1)
print(wrappeddf)
```

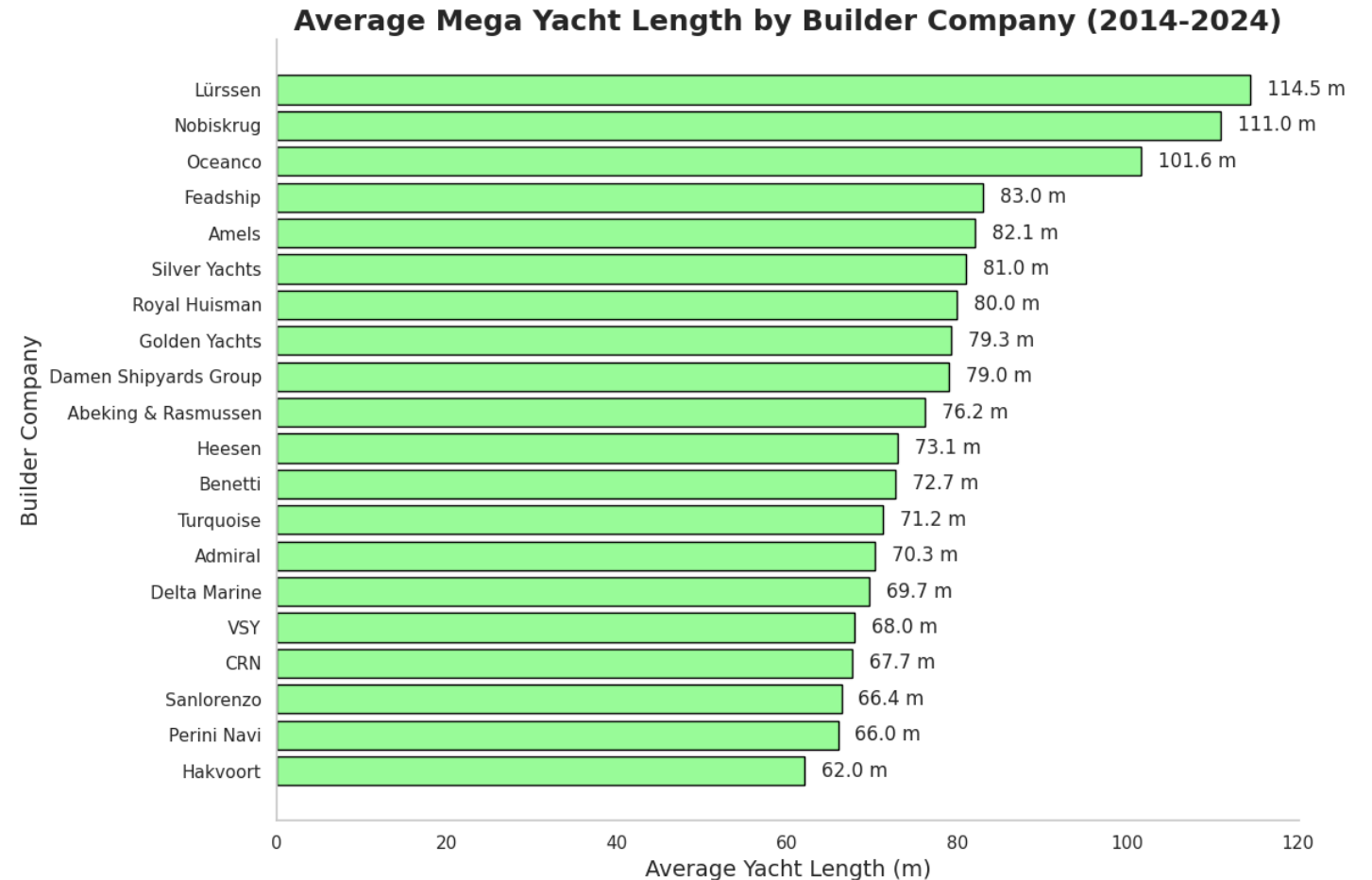|	Builder Company	count	Builder Company	count
0	Palumbo	1	Christensen	1
1	Yildiz	1	Trinity	1
2	Baglietto	1	Blohm+Voss	1
3	Damen	1	ISA	1
4	Custom Line	1	Fincantieri	1
5	Christensen Shipyards	1	Elefsis Shipyards	1
6	ISA Yachts	1	Tankoa	1
7	Westport	1	Freire Shipyard	1
8	Lloyd Werft	1	Brodosplit	1
9	Bilgin	1	Kusch	1
10	Akyacht	1	Mariotti	1
11	Sunseeker	1	Alia	1
12	Moonen	1	Mondomarine	1
13	Codecasa	1	Echo	1
14	Ulstein Verft	1	Nakilat Damen Shipyards Qatar	1
15	Bilgin	1	Pride	1
16	Rossinavi	1	Italian Sea Group	1

Number of Mega Yachts Per Company

- This chart shows the number of Mega Yachts built per company, with **Lürssen**, a German shipyard company leading the list.

- **Lürssen's** growing dominance in the superyacht industry will be highlighted throughout the rest of this report.

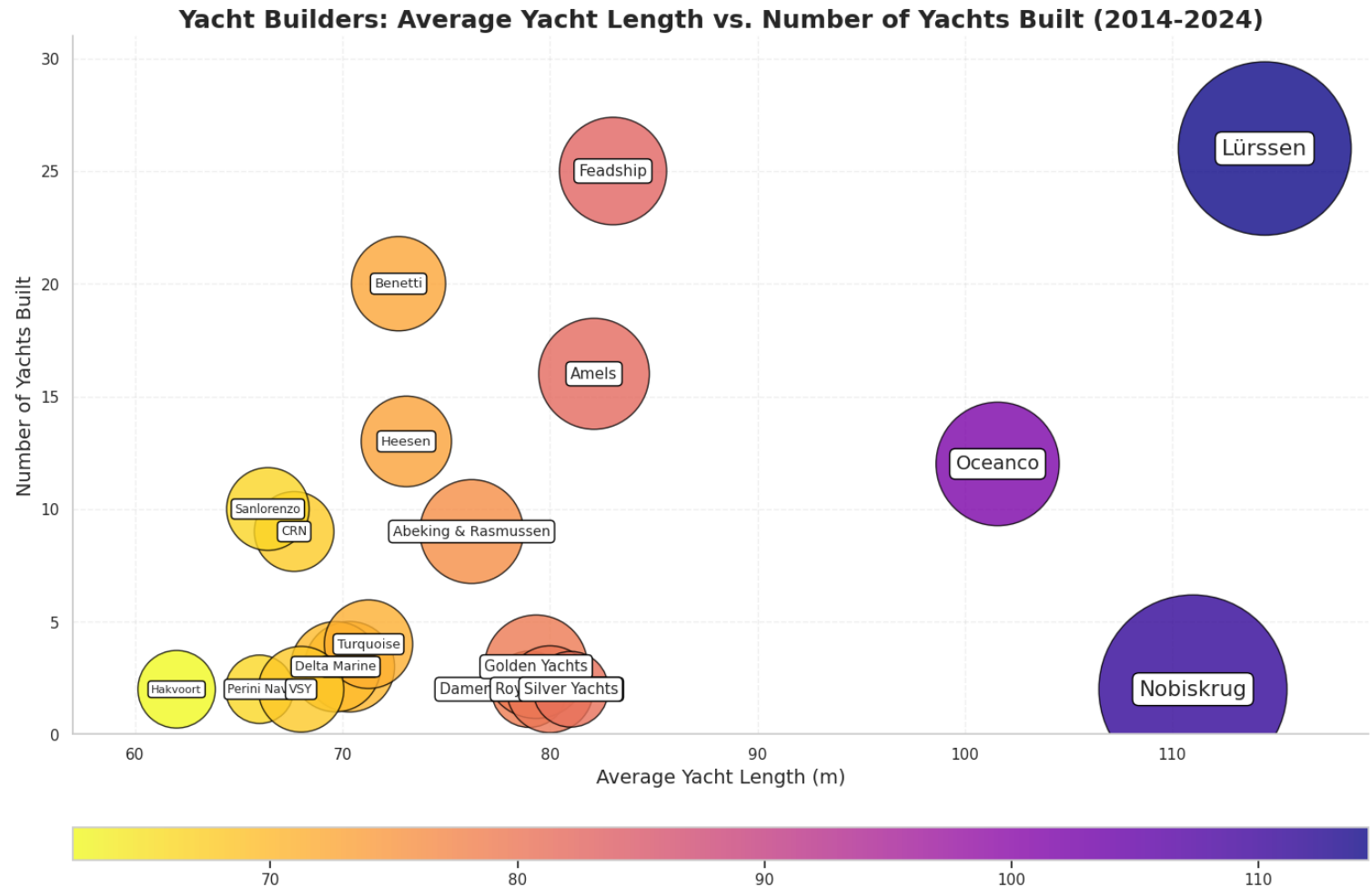**Number of Megayachts Built Per Company (2014-2024)**

Average Length Per Company

- This chart shows the average length by company, excluding the companies that have only built one.

- As before, **Lürssen** is again the winner in this regard.

Average Mega Yacht Length by Builder Company (2014-2024)

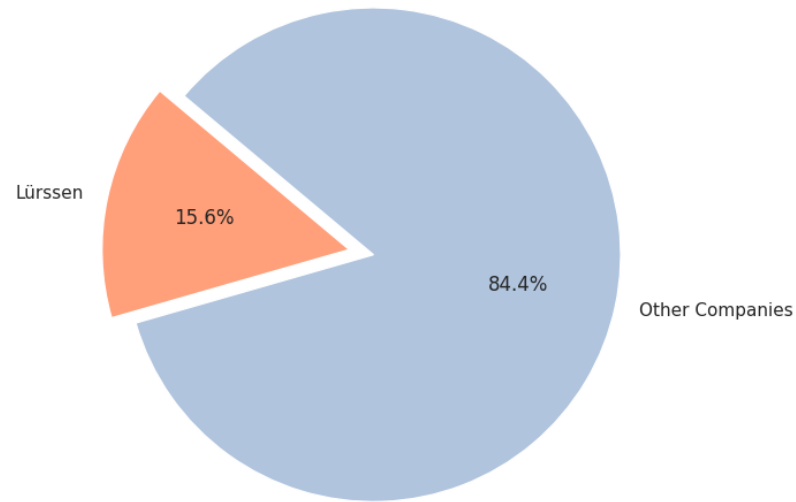| Builder Company	Average Yacht Length (m)
Lürssen	114.5 m
Nobiskrug	111.0 m
Oceanco	101.6 m
Feadship	83.0 m
Amels	82.1 m
Silver Yachts	81.0 m
Royal Huisman	80.0 m
Golden Yachts	79.3 m
Damen Shipyards Group	79.0 m
Abeking & Rasmussen	76.2 m
Heesen	73.1 m
Benetti	72.7 m
Turquoise	71.2 m
Admiral	70.3 m
Delta Marine	69.7 m
VSY	68.0 m
CRN	67.7 m
Sanlorenzo	66.4 m
Perini Navi	66.0 m
Hakvoort	62.0 m

Bubble Plot: Relationship Between Average Yacht Length, Number of Yachts Built, and GT

- This graph allows us to comprehend Lürssen's dominance in this industry.

- Not only have they built the most Yachts over 60m, but on average, they are the largest.

  o **Nobiskrug,** another German shipyard company has only built two yachts (2014-2024), both greater than 110m
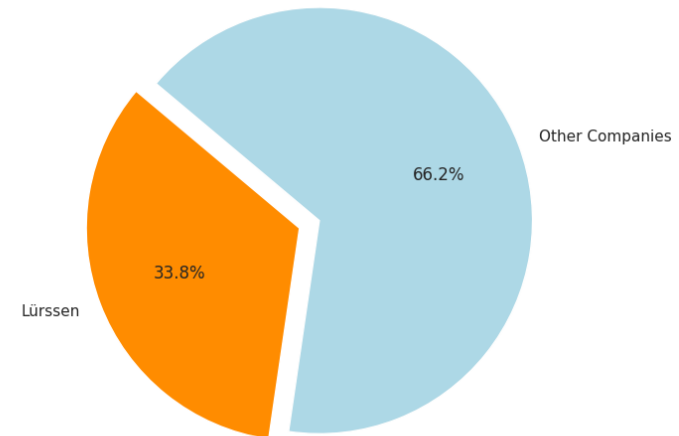

Yacht Builders: Average Yacht Length vs. Number of Yachts Built (2014-2024)

Diving Deeper into Lürssen's Dominance This Past Decade

Lürssen vs. Other Companies in Megayacht Production (2014-2024)

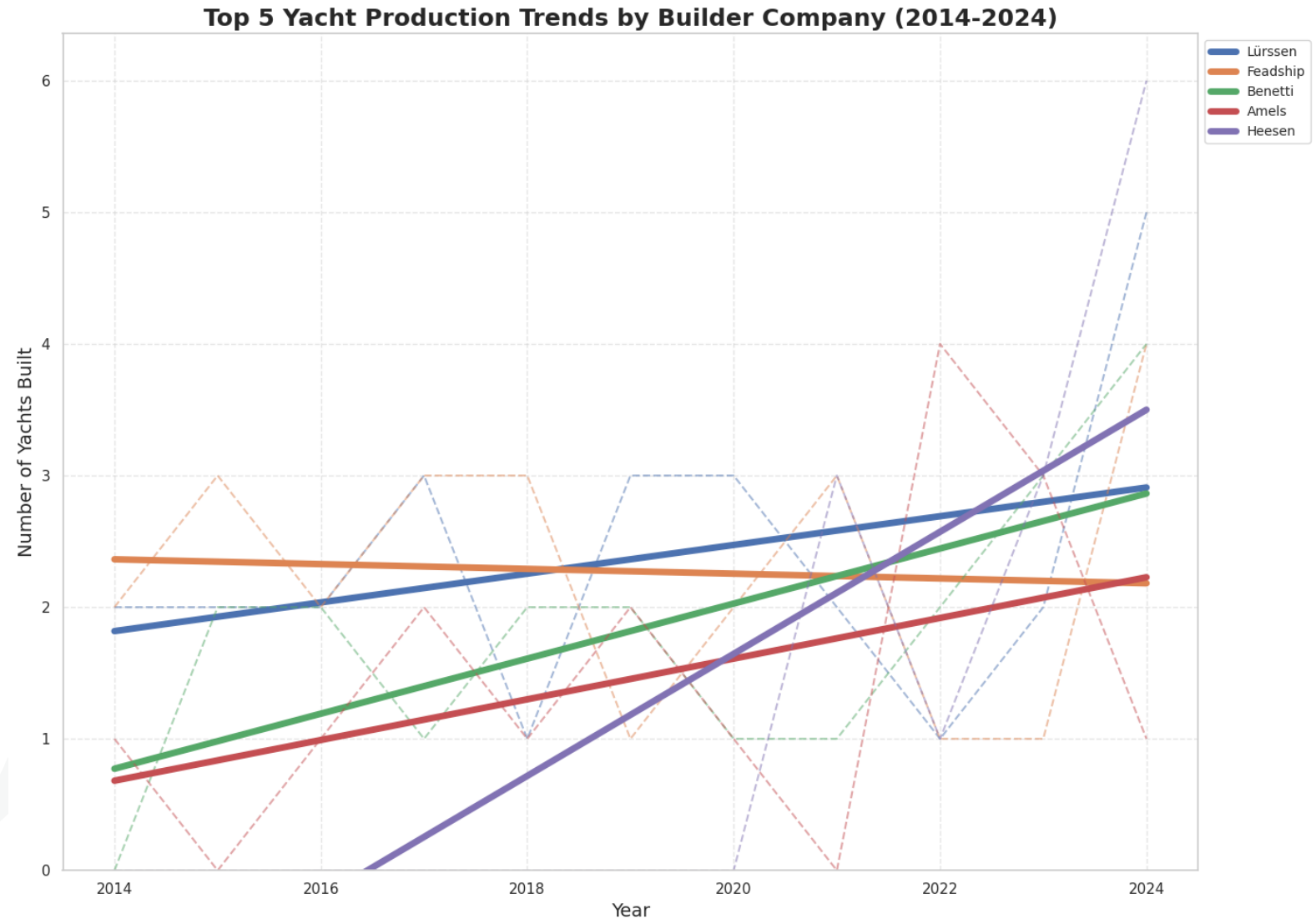Lürssen has a 15.6% market share production, a 33.8% in Yachts > 80 meters.

Lürssen
15.6%

84.4%

Other Companies

Lürssen vs. Other Companies in "Giga" yacht Production (2014-2024, Yachts > 80 meters)

Other Companies

66.2%

33.8%

Lürssen

LÜRSSEN

The Top Five:

- Four of the five have all shown an upward trend in production over the past decade.

  o Heesen, a relatively new Dutch company has had the fastest rate of growth.

Top 5 Yacht Production Trends by Builder Company (2014-2024)

Legend: Lürssen, Feadship, Benetti, Amels, Heesen

X-axis: Year (2014–2024)
Y-axis: Number of Yachts Built

Largest Mega Yacht Built in the Last 10 Years

- 'BLUE' by Lürssen, launched in February 2022.

  o 160 meters

  o 15,320 GT

  o Currently the fifth largest Yacht in the world


```
largest_yacht = megayachts.loc[megayachts['Length'].idxmax()]
print(largest_yacht)
```

THANK YOU

Jex Pearce

jex@jajajeev.com

https://jexpearce.github.io/jex/