

## Case Study Project – Boat Sales

Congratulations, you have just landed your first job as a data analyst at Nearly New Nautical! 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.

They would like you to take a look at the recent data and help them learn more about the characteristics of the most viewed boat listings in the last 7 days – is it the most expensive boats that get the most views? Are there common features among the most viewed boats?

Your presentation should be no longer than ten minutes. It should include no more than eight slides of content. You will be presenting to the Head of Marketing.

Details on how you will be graded can be found in the [grading rubric](#).

### Data

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, £, 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