



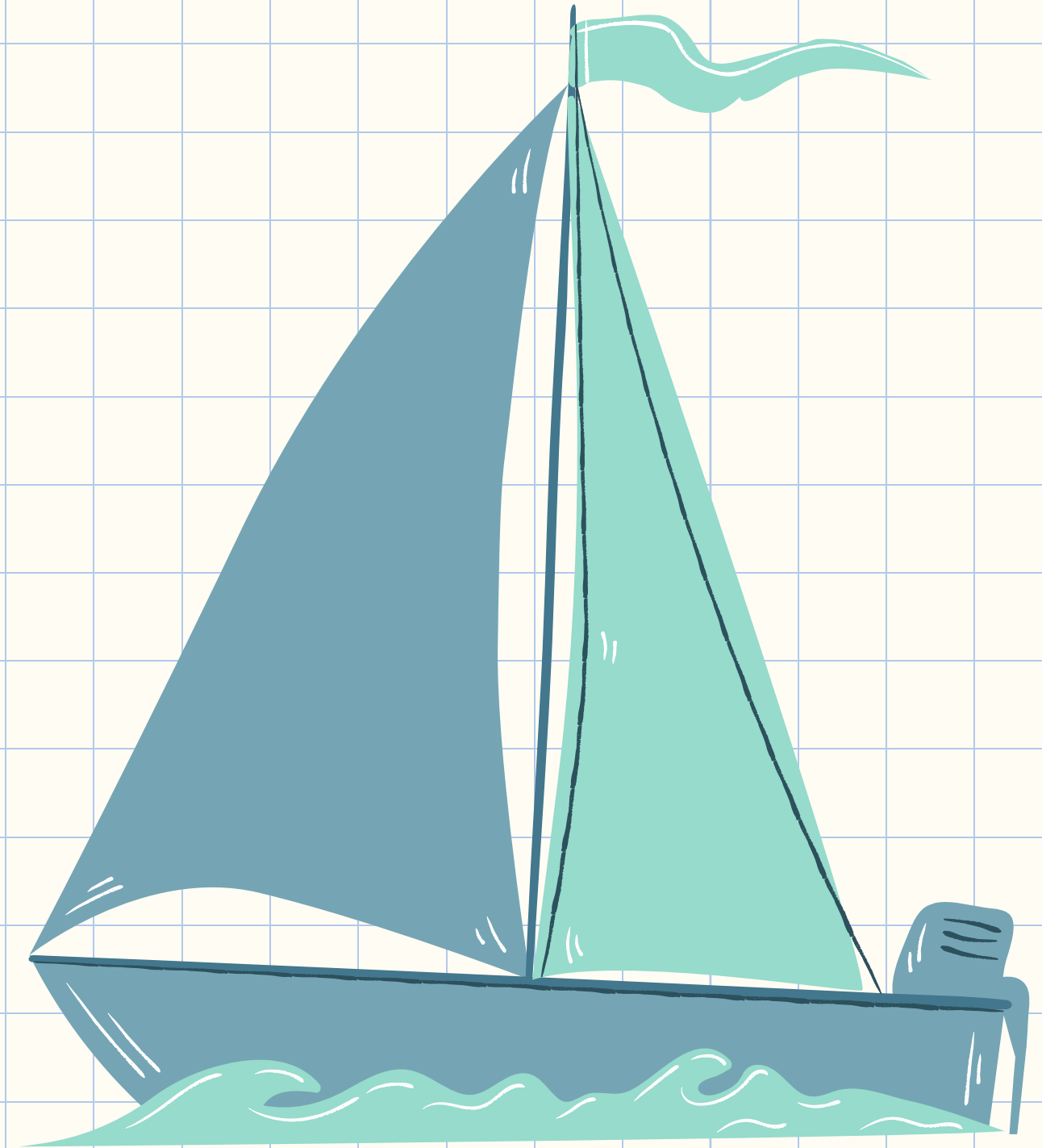
# PROJECT TITLE: BOAT SALES

CLIENT: NEARLY NEW  
NAUTICAL

PRESENTER: QUDUS  
ABDULRAHMON

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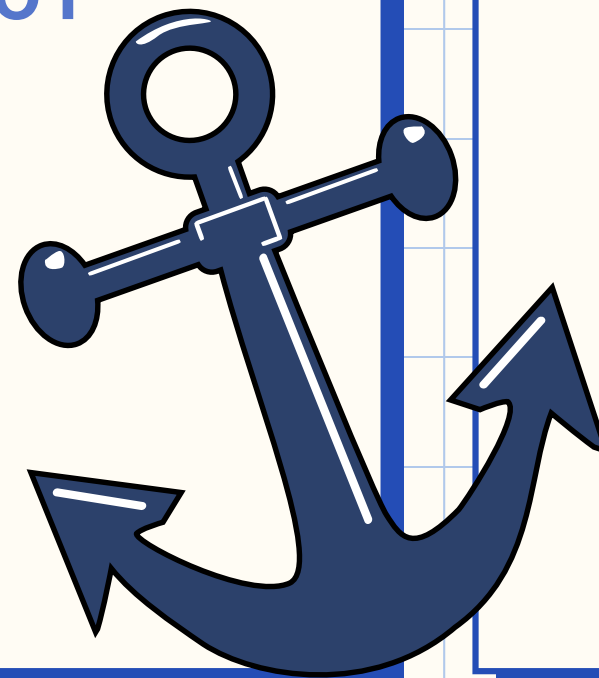


## PROJECT AIMS

Serve subscribers better through newsletters:

- to get more views of their boat.
- to inform them of market trends.

Increase the number of subscribers.



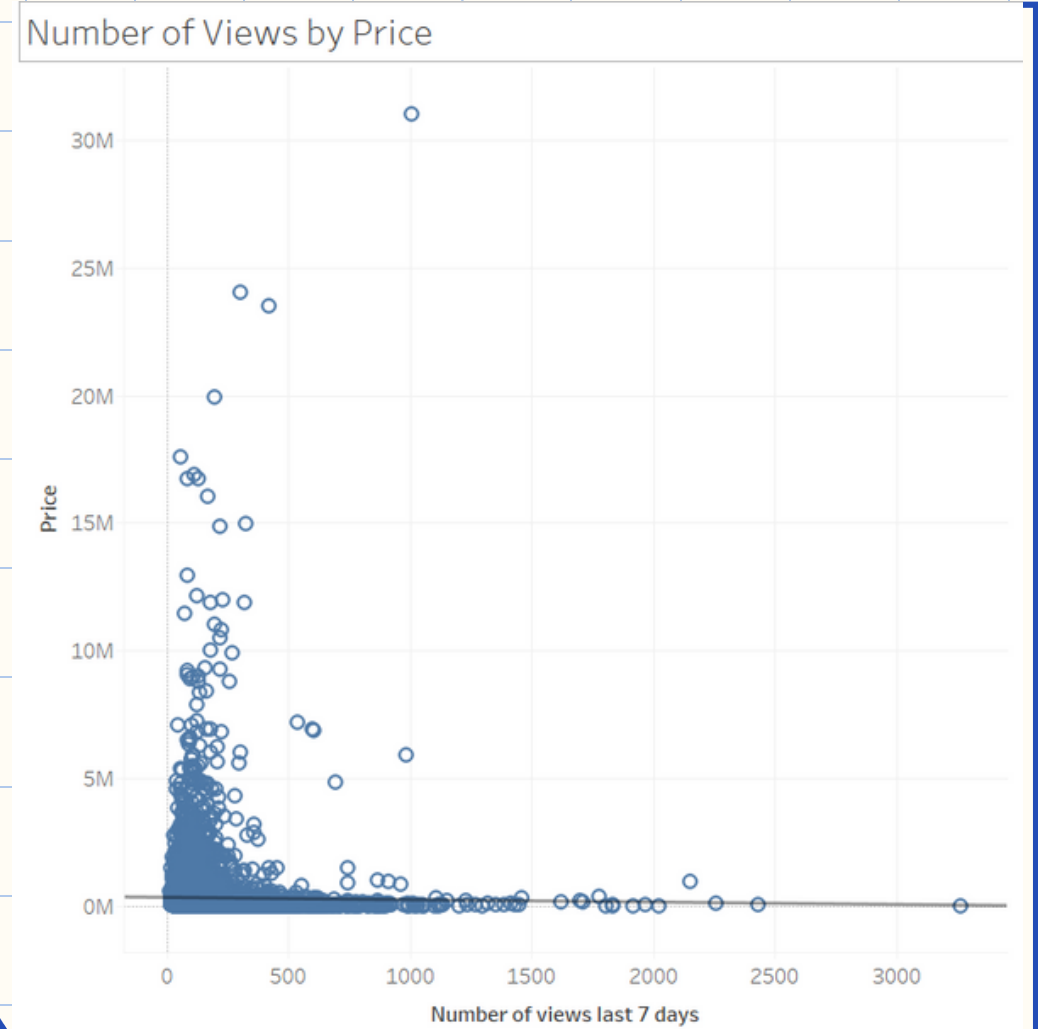
## PROJECT METHODOLOGY

Analyzed dataset  
Containing Data of  
Boat listings on  
Nearly New Nautical  
Websites.

Created visualization  
to show insights from  
the data.

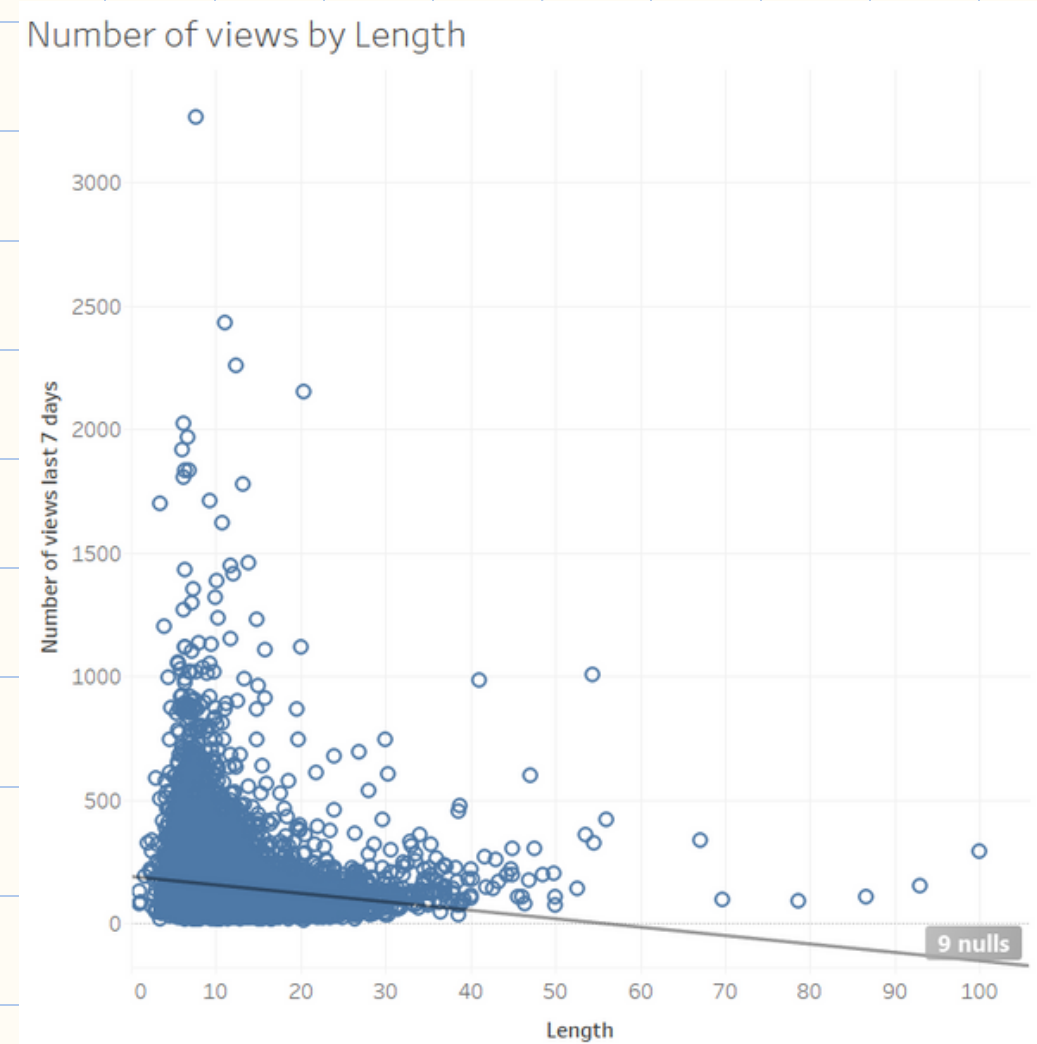
# FINDINGS

## VIEWS BY PRICE



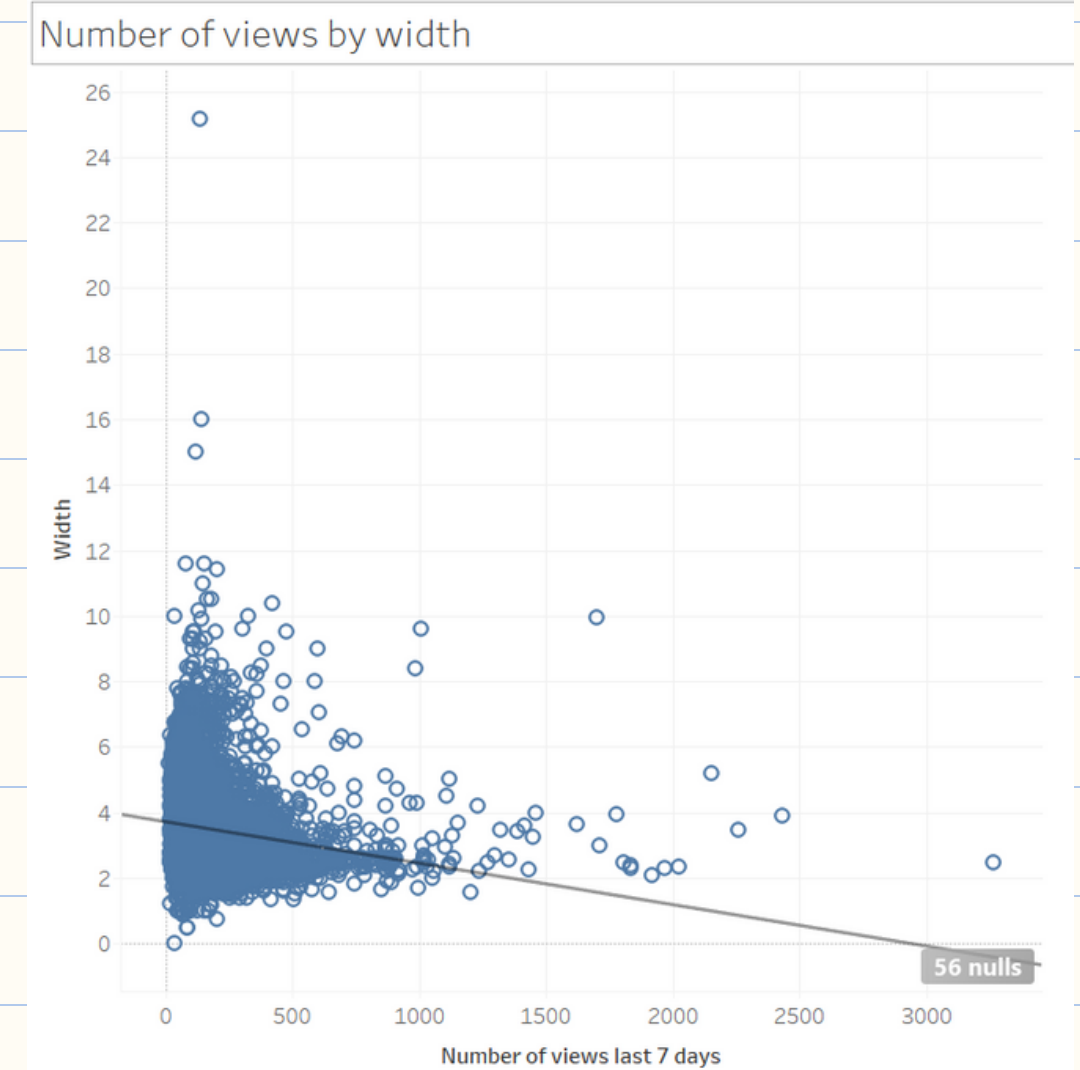
CORR COEFF :  
0.013856

## VIEWS BY LENGTH

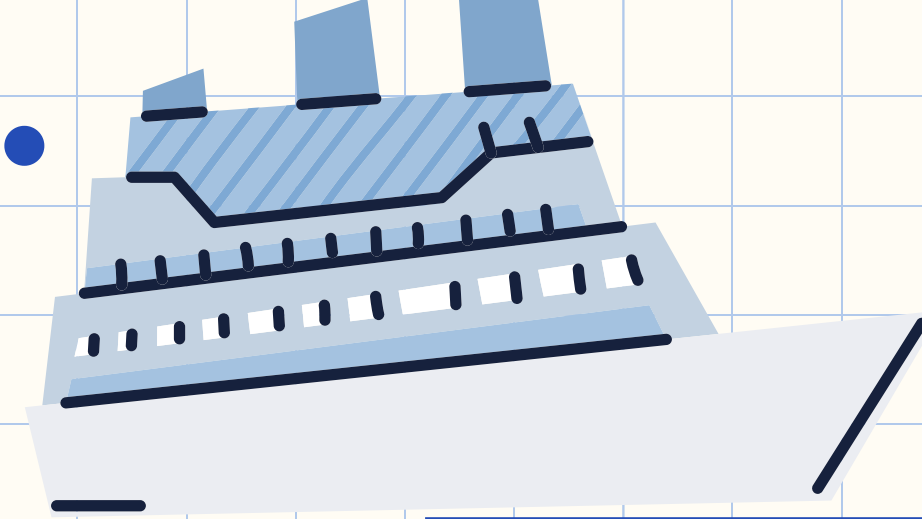


CORR COEFF:  
0.135011

## VIEWS BY WIDTH

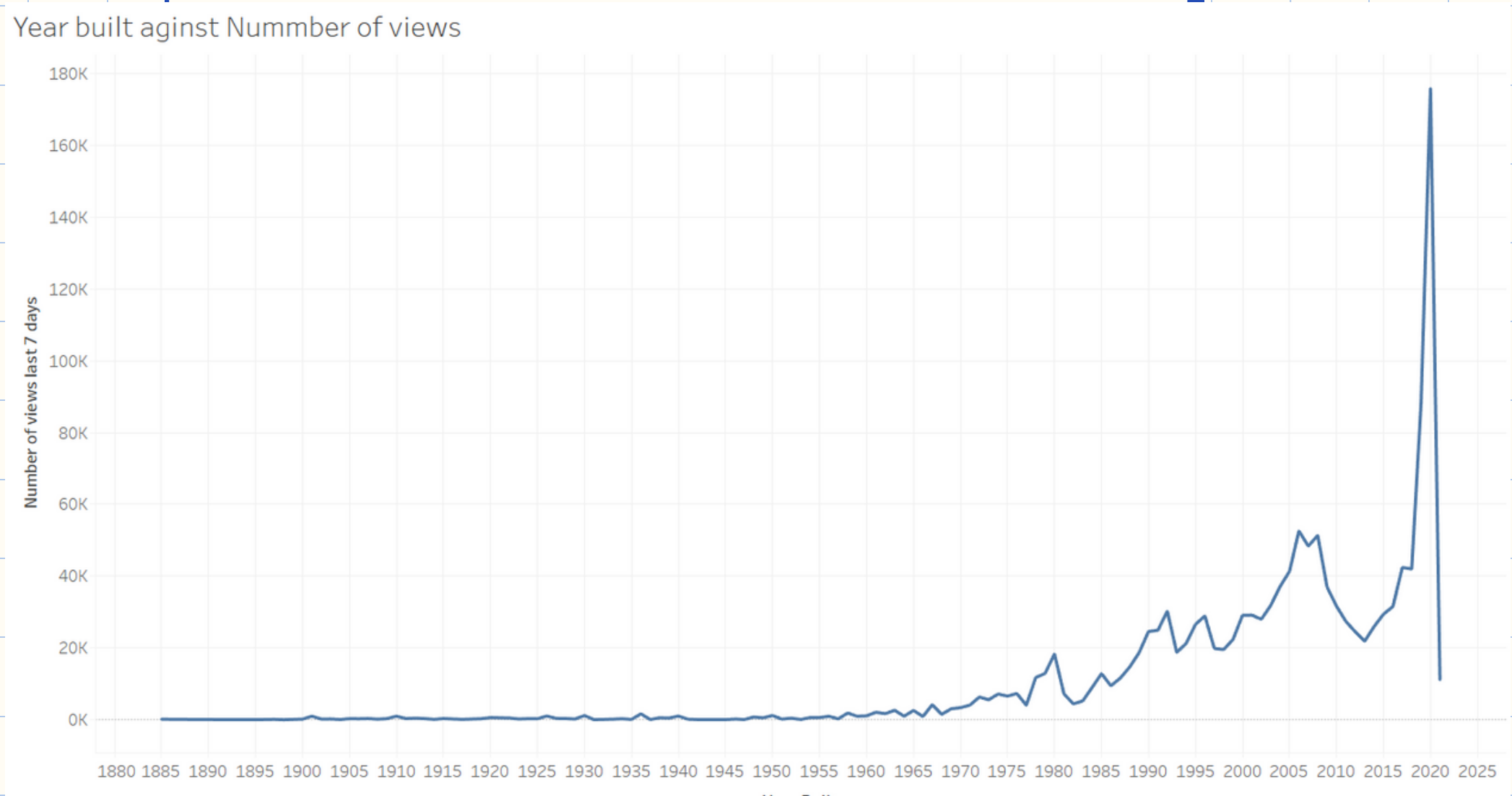


CORR COEF: 0.157547

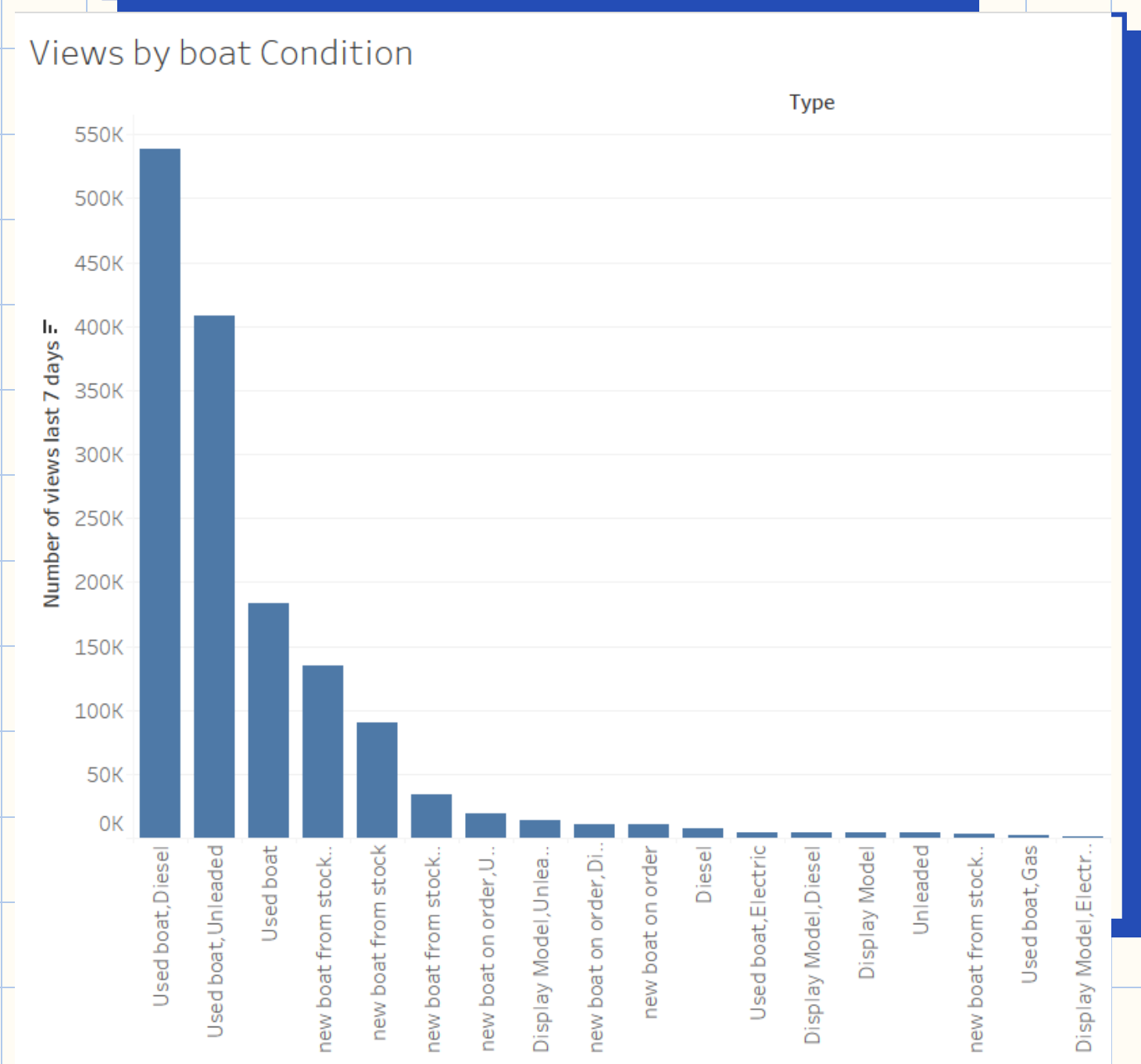


# FINDINGS

## VIEWS BY BUILT YEAR



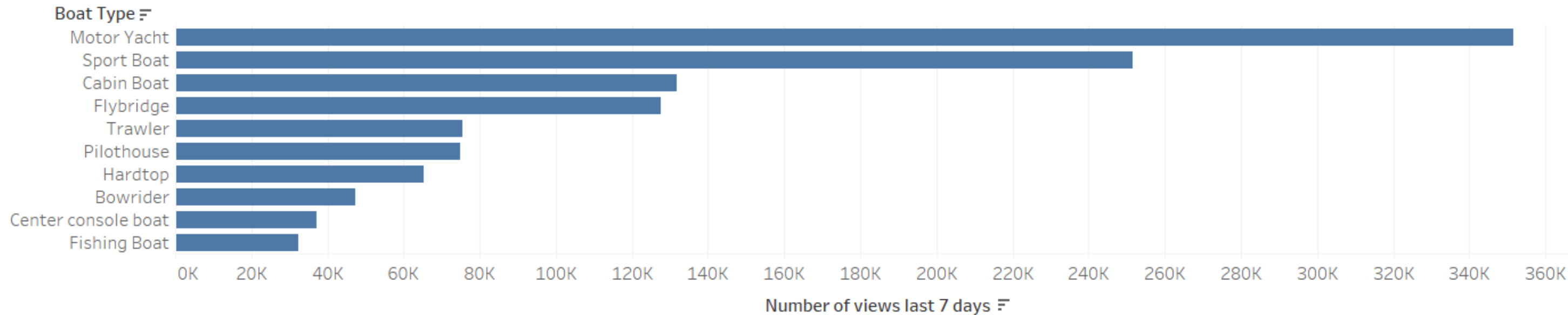
## VIEWS BY BOAT CONDITION



## VIEWS BY BOAT TYPE

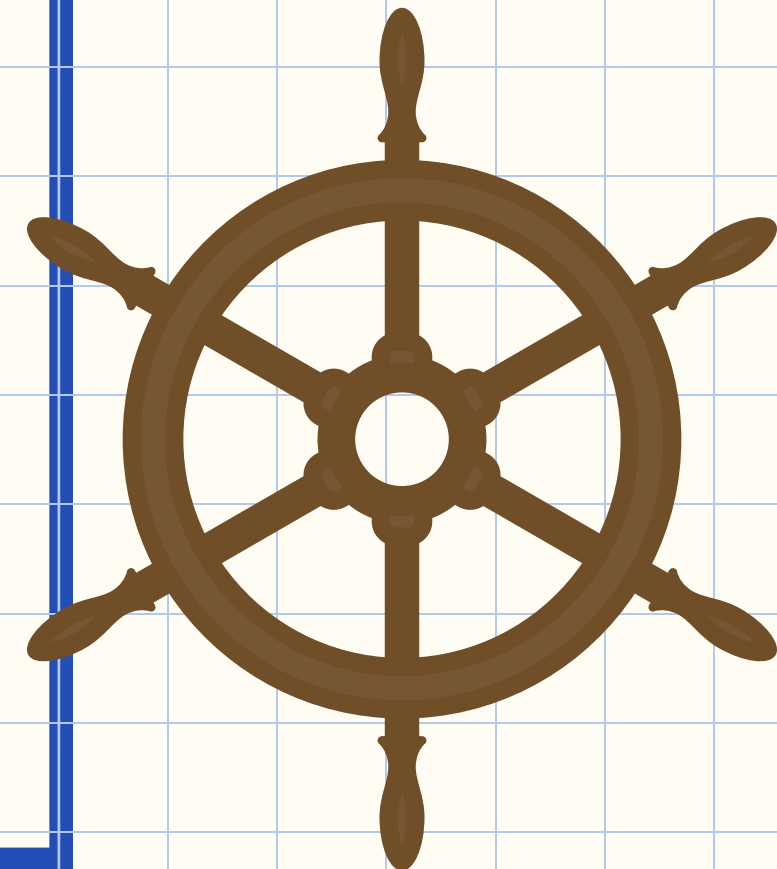
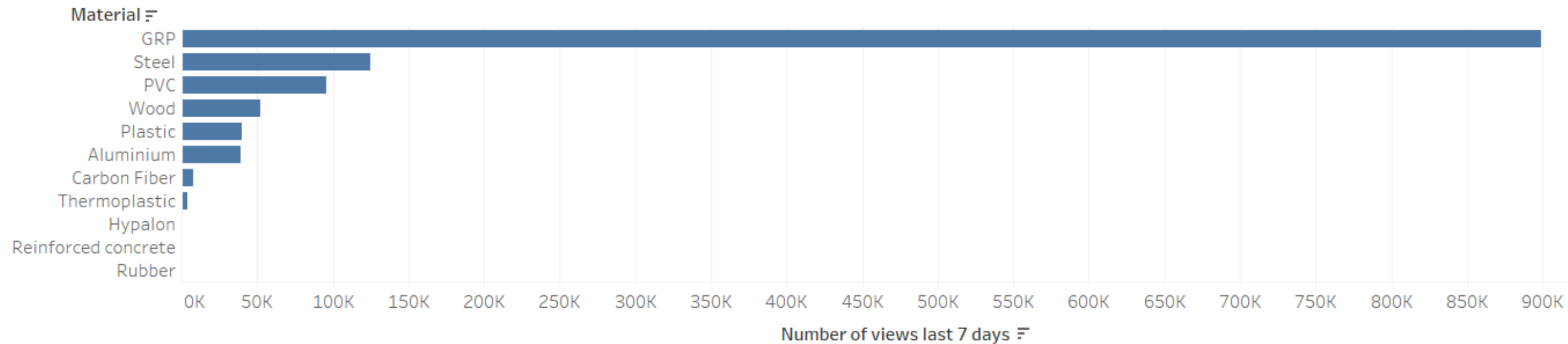
## FINDINGS

Top 10 Boat Type with Most Views



## VIEWS BY BOAT MATERIAL TYPE

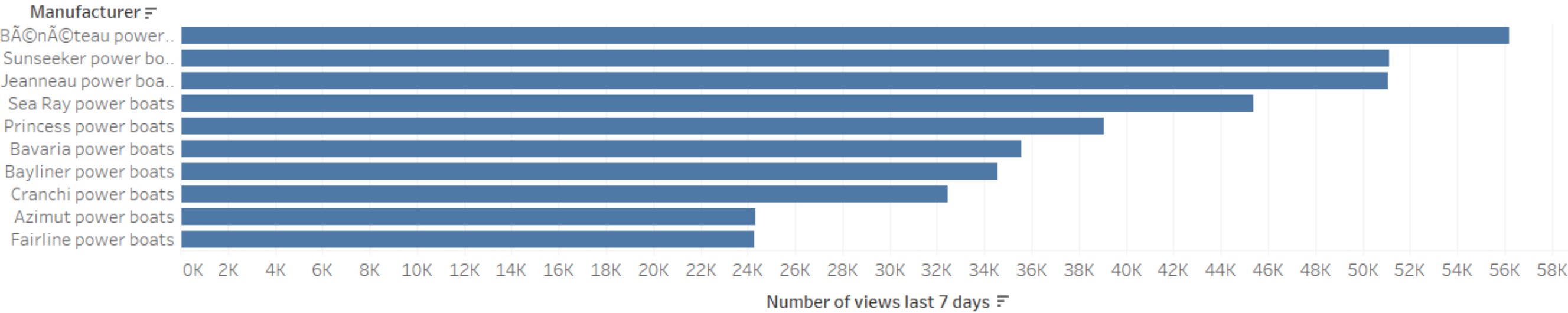
Views by Boat Material Type



# FINDINGS

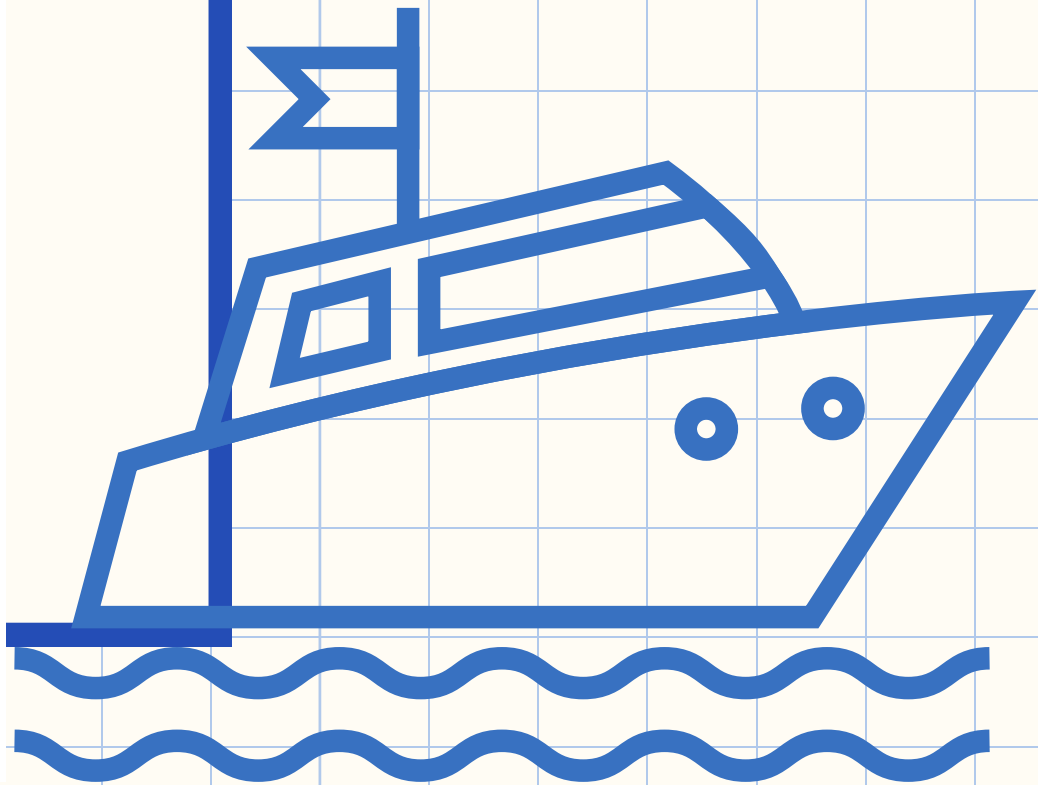
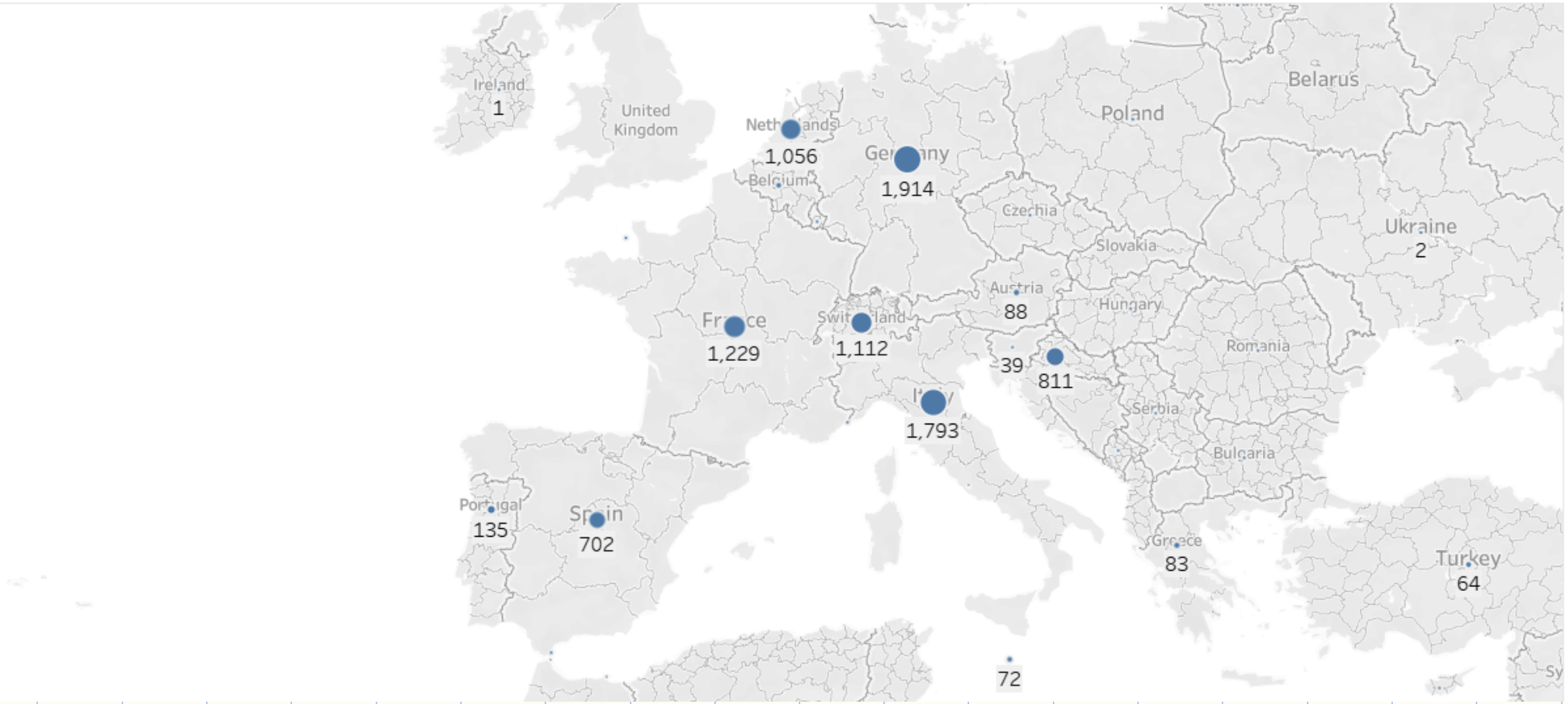
## VIEWS BY BOAT MANUFACTURER

Boat Manufacturer with Most Views



## COUNTRIES WITH MOST LISTINGS

Listings by Country





# SUMMARY AND RECOMMENDATIONS

## OVERVIEW OF FINDINGS

Views of a boat are not driven by price.

The main factors that drive views are: built year, boat material, and boat condition.

Most Boats are Listed in Europe.

## RECOMMENDATIONS

- Virtual Viewing
- Targeted Ads
- Data Gathering through the newsletter.
- Automate newsletters with softwares such as Mailchimp, and Salesforce among others.
- Analyzing data of website visitors.
- A pop-up window on the website to get users emails for subscriptions.
- Incentive to subscribe

