

Nearly New Nautical

Views of Listings

Final Report (Summary)

Context

Look at data of the last 7 days and extract insights about the characteristics of the most viewed boat listings. The knowledge will be directed in preparing a weekly newsletter for boat owners.

Method

Use of common tools for data analysis, to create visualizations, aggregate and calculate results and for doing statistical analysis.

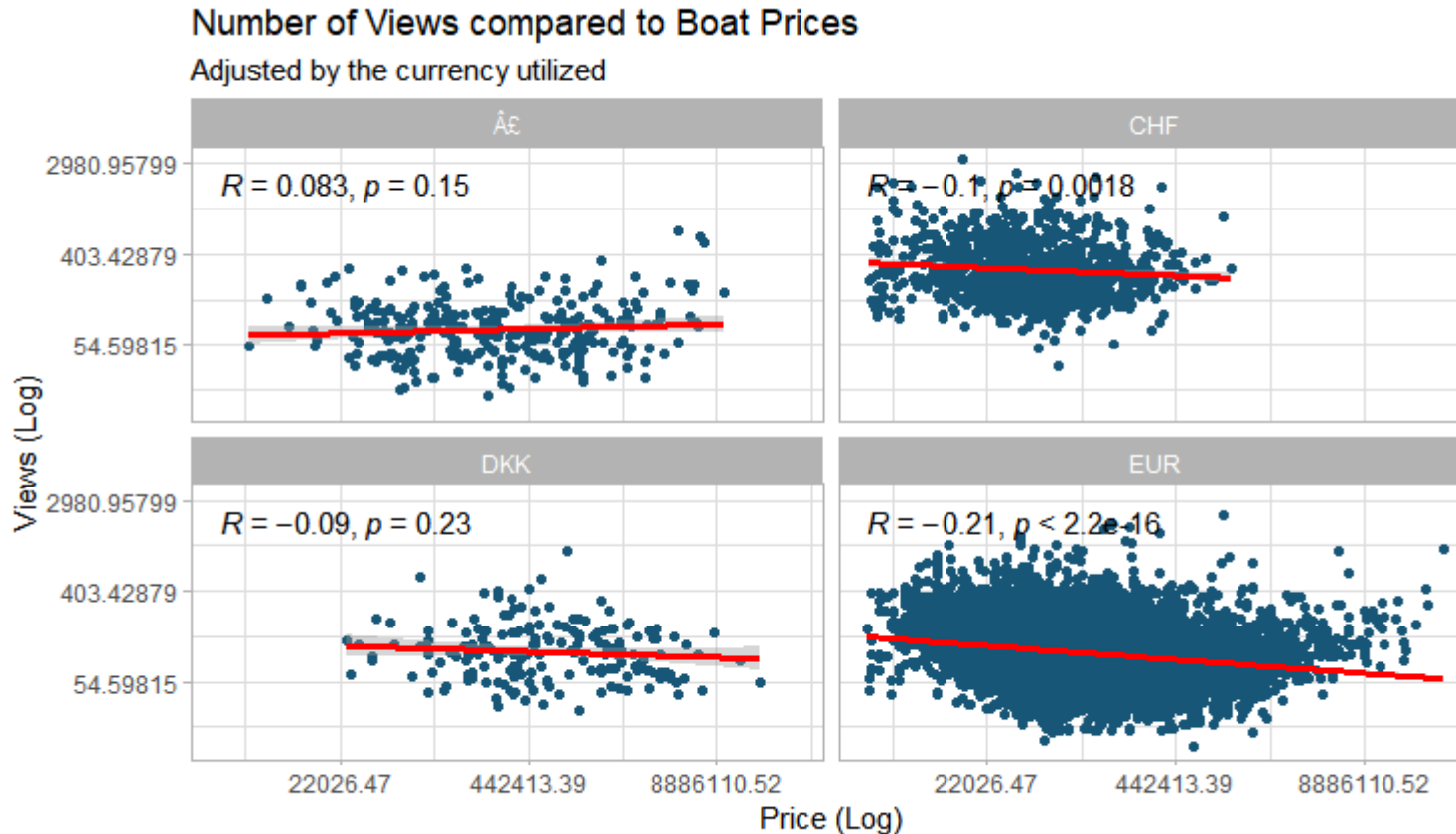
The used tool was the programming language R.

Data

The data refers to posts made by users announcing their used boats for sales. It also contains the count of views in the last 7 days.

- **Information contained in the data:** Number of views, price, boat type, manufacturer, type, year built, length, width, material, location

Price don't influence the number of Views



R is the Pearson correlation coefficient - it measures the linear relationship between two variables - and ranges between -1 and 1, in which these extremes mean strongly(negative and positive) association, values close to zero represent no association. The p assert the statistical significance of the measure, where values smaller than 0.05 indicate the existence of 'true' linear relationship.

Different patterns for the currencies

For the Euro region, the most expensive boats get less views

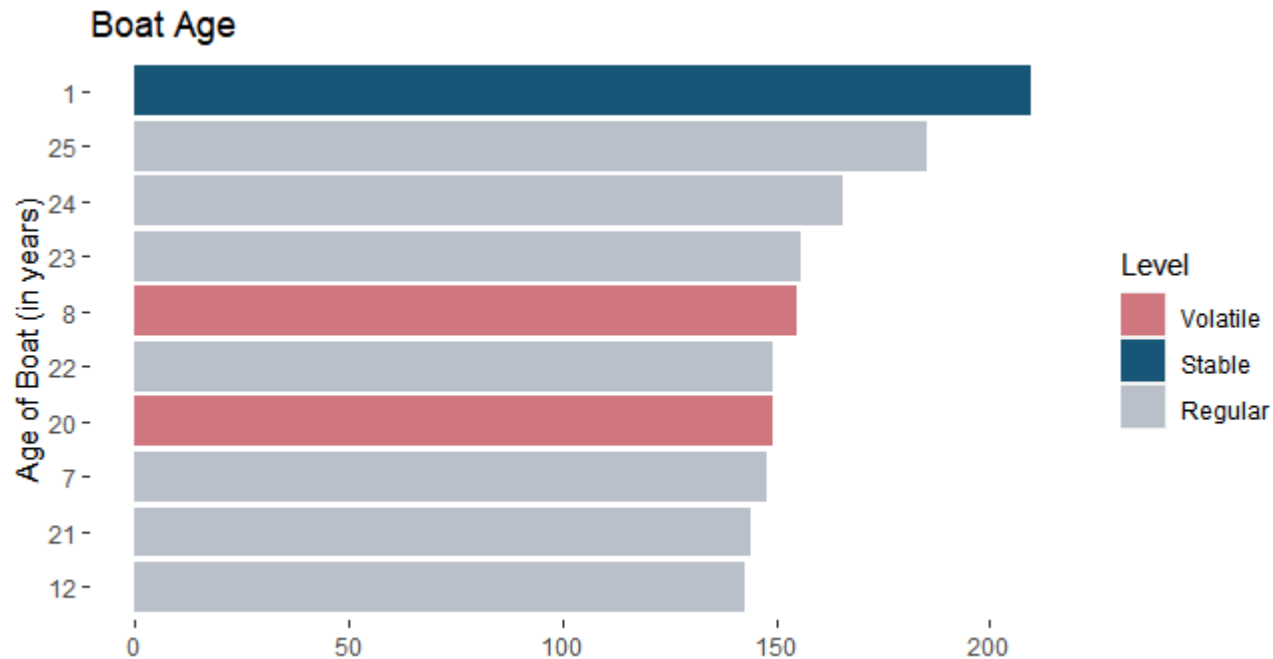
- Has a negative correlation coefficient, not so expressive (-0.2) but that indicates a negative impact of the price; we can guarantee a statistical support ($p < 0.05$)

The others currencies dont have a pattern

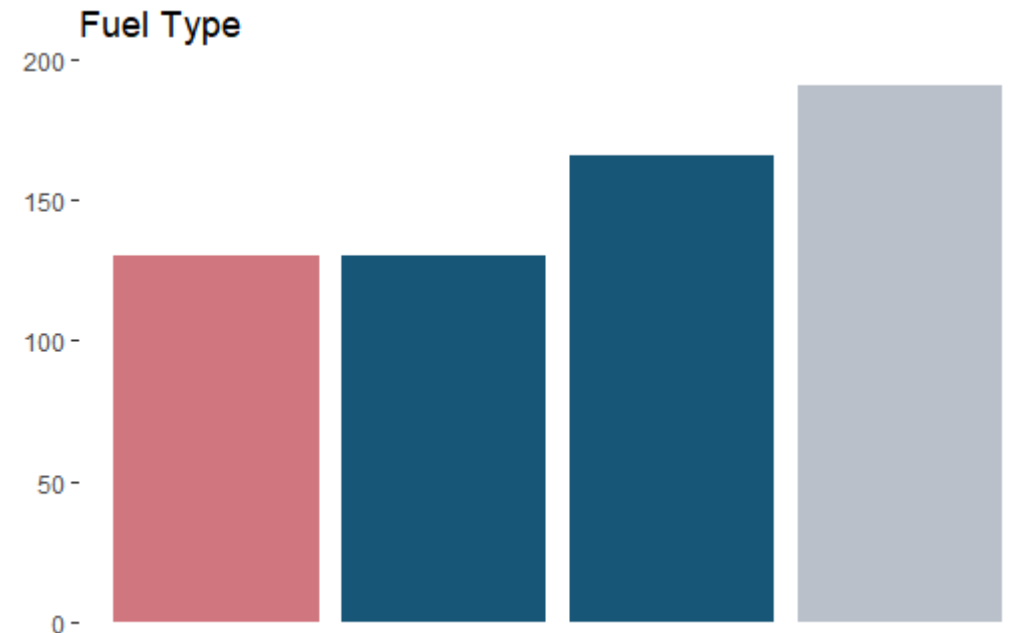
- The others has inexpressive values - ranging from -0.1 to 0.1 - with different trends (negative and positive); theres no statistical support (except for CHF)

Year built and Fuel type

Newly manufactured boats (to 1 year) are at the top having the posts with more views and stable results. But the old boats (close to 23-25 years) appears to be more successful.



Diesel powered boats and with no specification has **15,5%** less engagement in comparison with the average.

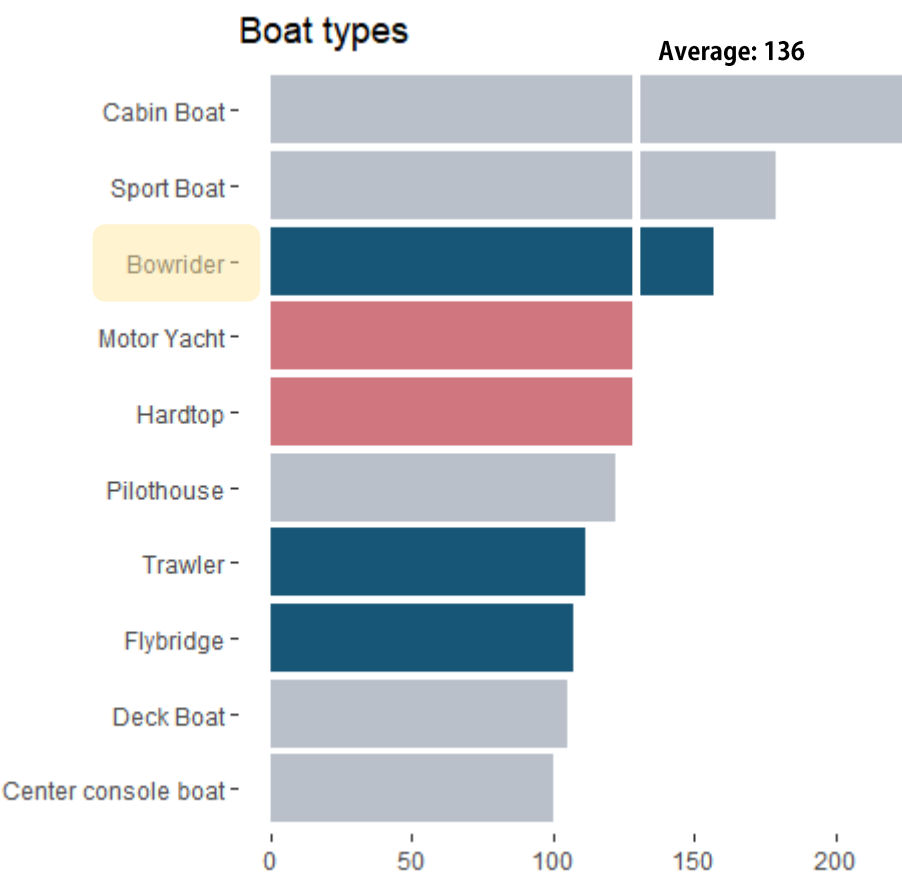
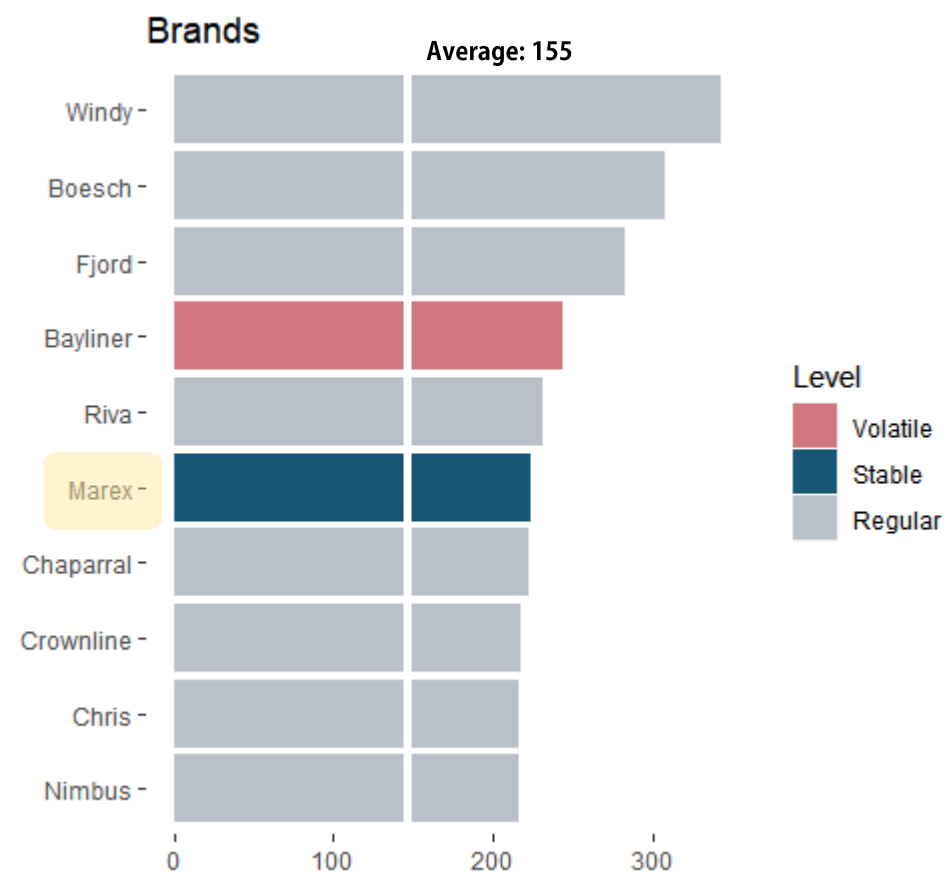


The label 'Level' is determined based on the variation of views of the posts. The variation measure utilized is coefficient of variation = Standard Deviation / Mean. To classify some record in a label, it was calculated the quintiles (divide the data into 5 pieces of 20%) and the values in the 1st and 5th quintiles are labeled as "Stable" and "Volatile" respectively; the others receive the "Regular" label.

Brand and Boat type

Windy, Boesch and Fjord are the most sucessfull brands. Their publications have 82% more engagement above the average. Marex has stable results and should be encouraged.

Only three of boat types have visualizations above the average. Bowrider is one of them and has had stable results.



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Regions

Focus on West Europe

- Germanic countries bring the best results when comparing with the average of 122. Volume does not mean effective results and so we should make efforts to increase the number of posts in smaller countries.

(avg.) and informations of well-performing regions



Switzerland (336)

Total: 374 thousand
Posts: 1112 (4 of 12)



Austria (187)

Total: 16 thousand
Posts: 88 (11 of 12)



Germany (149)

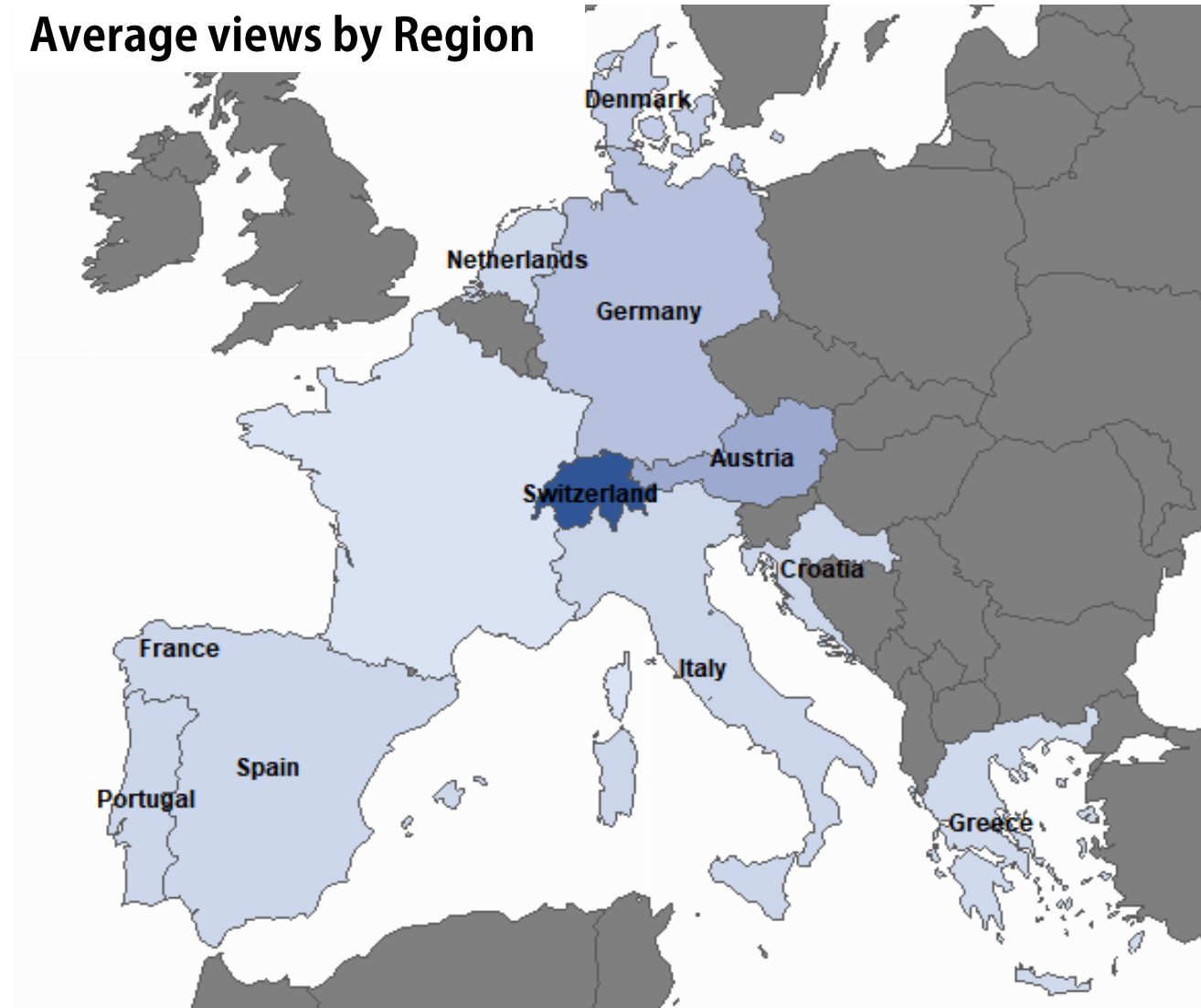
Total: 286 thousand
Posts: 1914 (1 of 12)



Denmark (129)

Total: 22 thousand
Posts: 172 (9 of 12)

Average views by Region



* Considering only regions with expressive number of posts (At least 75)

Conclusions

FEATURES



Some characteristics of the boats does not matter - price, material, width and length.

Newly factured boats (to 1 year) bring the best results; they are followed by the old boats (23 to 25 years).

Diesel powered boats and with no fuel type specification should be avoided.

BRAND & BOAT TYPE



The big three: Windy, Boesch and Fjord should be maintained; Marex should be improved.

Sport, Cabin and Bowrider should be the focus, especially the last one.

REGION



'Germanic' countries represents the best opportunities. A special attention should be give to Switzerland (primarily) and Germany.

Countries with little volume but good results like Austria and Denmark should increase the number of posts.