Comprehensive Analysis of Book Trends

ANU CHANDRASEKAR

tableau
from Salesforce

Introduction :Unveiling Trends in the Literary World (2009-2019)

- A comprehensive analysis of book trends from 2009 to 2019,
  - Focusing on genre popularity
  - Top-reviewed novels
  - Sales performance
  - Dominance of fiction versus non-fiction genres

- With non-fiction leading at 56.36% of the market share compared to fiction's 43.64%, this dashboard uncovers the preferences of readers, the impact of critical acclaim, and the commercial success of different genres.

- Join me as we dive into these insights to understand what shaped the book industry over this decade.
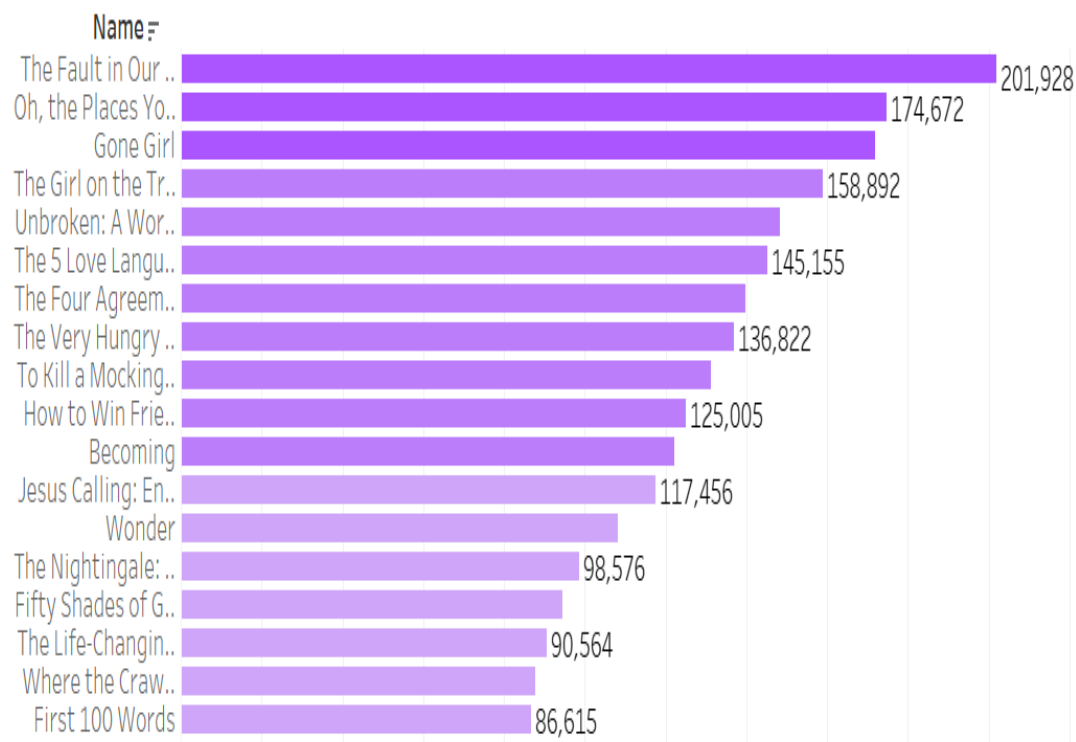
Fiction
43.64%

Non Fiction
56.36%

Most Popular Genre (Fiction vs. Non-Fiction)

The Bubble chart illustrates the distribution of book popularity between fiction and non-fiction genres, based on a dataset spanning 2009 to 2019 . The data is presented as percentages, with non-fiction leading slightly over fiction.

Highest Reviewed Novel

Highest Reviewed Novel(2009-2019)

Name	
The Fault in Our ..	201,928
Oh, the Places Yo..	174,672
Gone Girl	
The Girl on the Tr..	158,892
Unbroken: A Wor..	
The 5 Love Langu..	145,155
The Four Agreem..	
The Very Hungry ..	136,822
To Kill a Mocking..	
How to Win Frie..	125,005
Becoming	
Jesus Calling: En..	117,456
Wonder	
The Nightingale: ..	98,576
Fifty Shades of G..	
The Life-Changin..	90,564
Where the Craw..	
First 100 Words	86,615

▶ This horizontal bar chart displays the most reviewed novels from 2009 to 2019, ranked by the number of reader reviews.
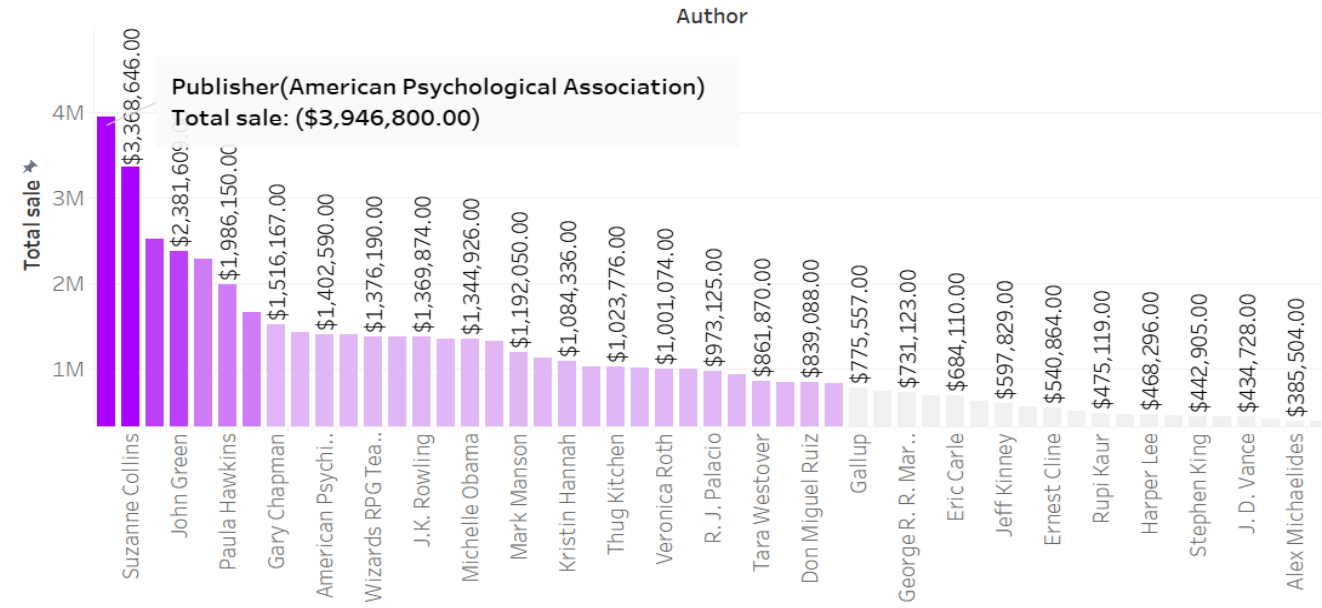
▶ Key Findings :

▶ **"The Fault in Our Stars" tops the list with 201,928 reviews, making it the most reviewed novel in the given timeframe.**

Sales by Author / Publisher

- The American Psychological Association(APA) is a major publisher in the field of psychology, known for its scholarly and professional books, including the *Publication Manual of the American Psychological Association*, a widely used style guide.

- The APA also operates imprints like Margination Press (children's books) and APA Life Tools, and it publishes a range of academic books, journals, and digital resources.

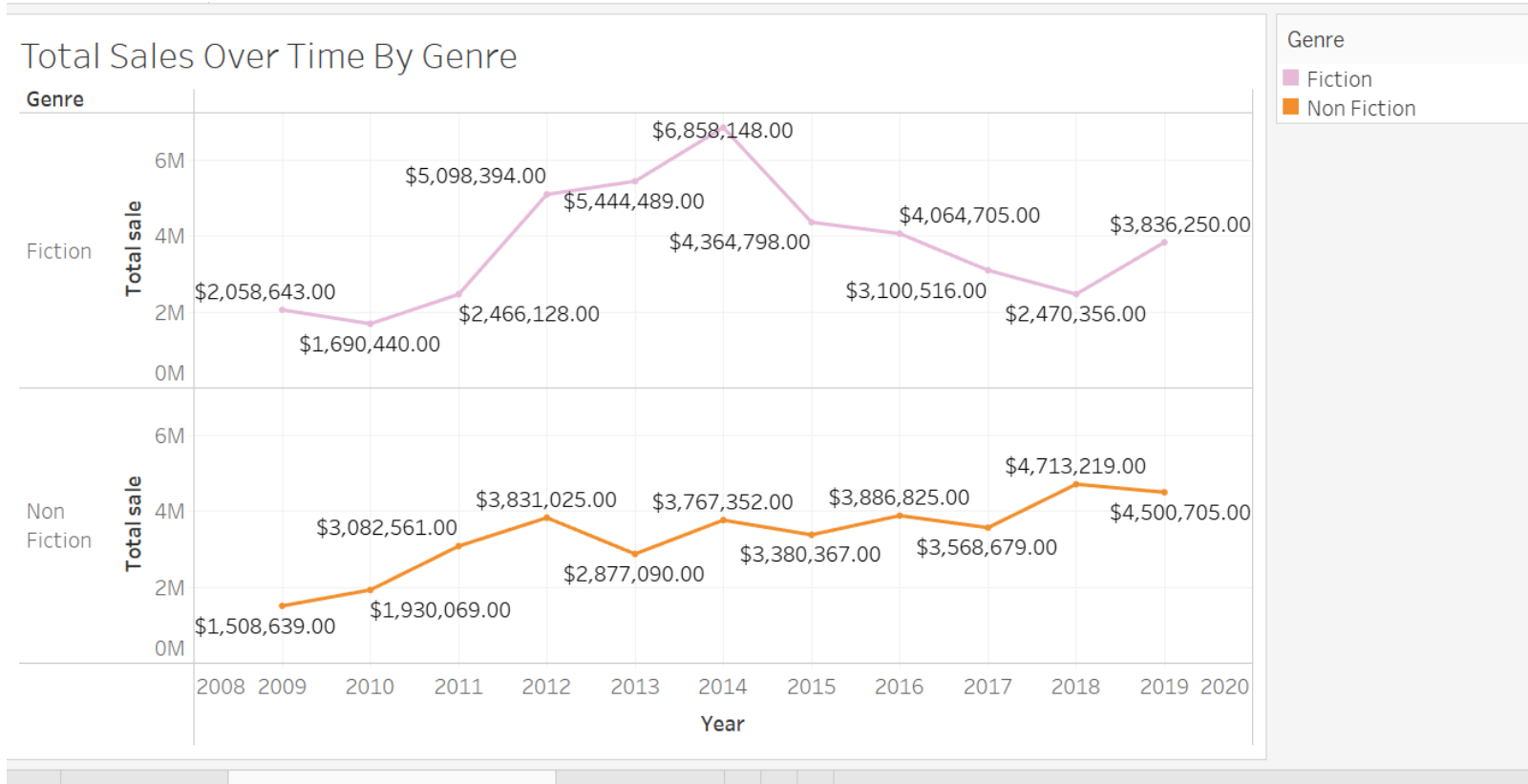- American Psychological Association(APA) made a total revenue of $ 4 Million and was the leader in sales

Sale By Author/Publisher(2009-2019)

Author

Publisher(American Psychological Association)
Total sale: ($3,946,800.00)

Total sale ★

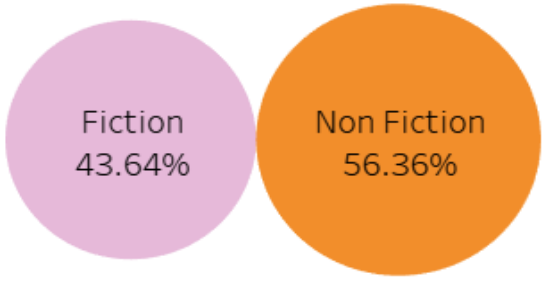| Author	Total sale
Suzanne Collins	$3,368,646.00
John Green	$2,381,609
Paula Hawkins	$1,986,150.00
Gary Chapman	$1,516,167.00
American Psychi...	$1,402,590.00
Wizards RPG Tea...	$1,376,190.00
J.K. Rowling	$1,369,874.00
Michelle Obama	$1,344,926.00
Mark Manson	$1,192,050.00
Kristin Hannah	$1,084,336.00
Thug Kitchen	$1,023,776.00
Veronica Roth	$1,001,074.00
R. J. Palacio	$973,125.00
Tara Westover	$861,870.00
Don Miguel Ruiz	$839,088.00
Gallup	$775,557.00
George R. R. Mar..	$731,123.00
Eric Carle	$684,110.00
Jeff Kinney	$597,829.00
Ernest Cline	$540,864.00
Rupi Kaur	$475,119.00
Harper Lee	$468,296.00
Stephen King	$442,905.00
J. D. Vance	$434,728.00
Alex Michaelides	$385,504.00

Total Sales : Fiction vs Non-Fiction

Line Chart to show sales trend over time

▶ **Fiction sales** : Fiction sales started at $1,690,440 in 2009, peaked at $6,858,148 in 2014, and then declined to $3,836,250 by 2019.

▶ **Non-Fiction Sales :** Non-fiction sales began at $1,508,639 in 2009, steadily increased to $4,713,219 in 2016, and reached $4,500,705 by 2019
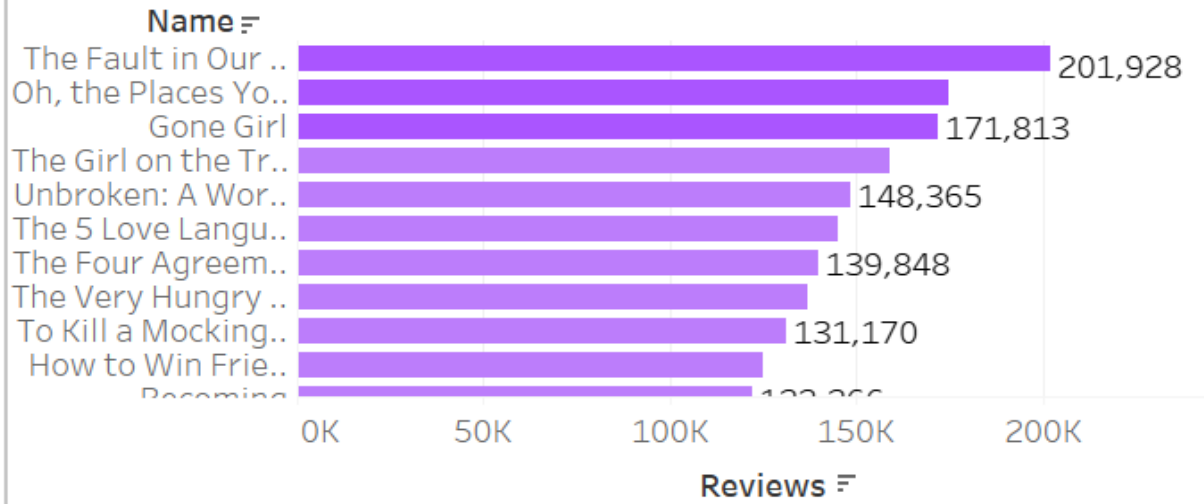

Total Sales Over Time By Genre
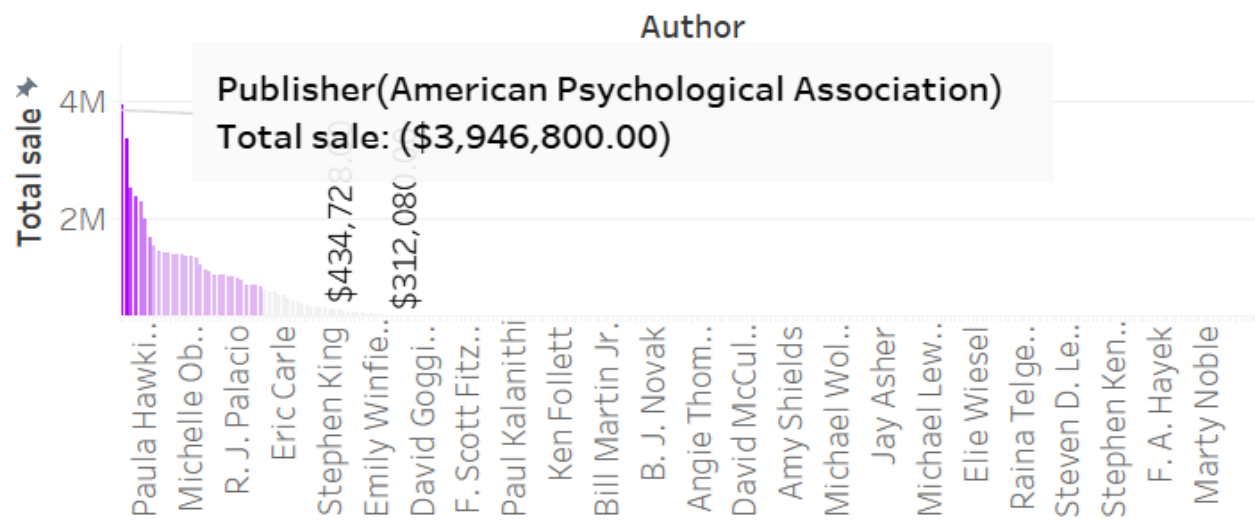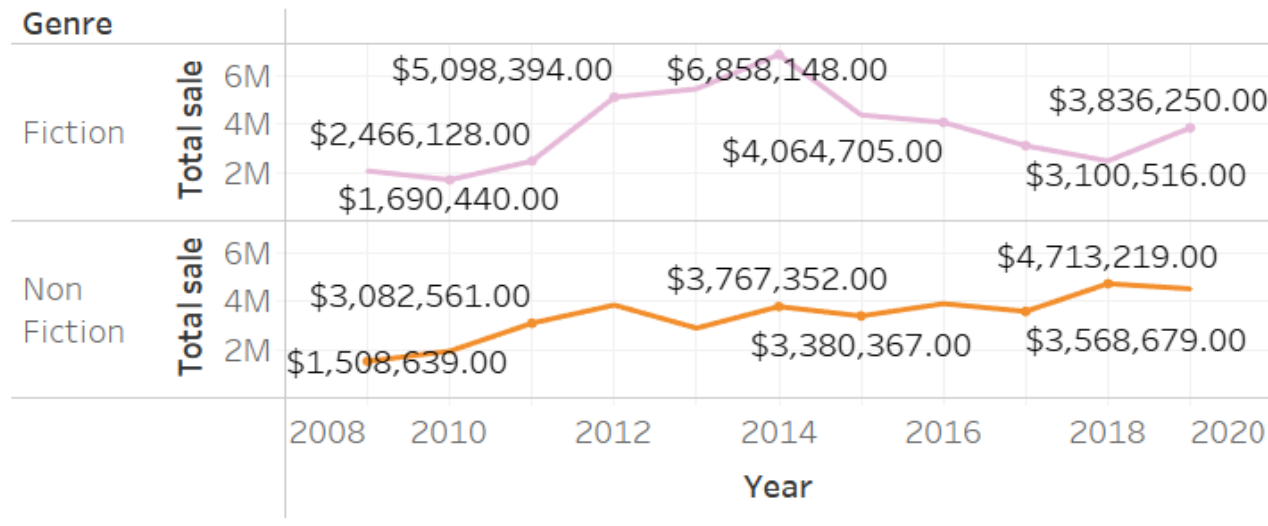
Book Sales BI Dashboard

Most Popular Genre

Fiction
43.64%

Non Fiction
56.36%

Highest Reviewed Novel(2009-2019)

Name

Name	Reviews
The Fault in Our ..	201,928
Oh, the Places Yo..	
Gone Girl	171,813
The Girl on the Tr..	
Unbroken: A Wor..	148,365
The 5 Love Langu..	
The Four Agreem..	139,848
The Very Hungry ..	
To Kill a Mocking..	131,170
How to Win Frie..	
Becoming	123,366

0K   50K   100K   150K   200K

Reviews

Sale By Author/Publisher(2009-2019)

Author

Publisher(American Psychological Association)
Total sale: ($3,946,800.00)

4M

$434,728.00

$312,080.00

2M

Total sale

Paula Hawki.. Michelle Ob.. R. J. Palacio Eric Carle Stephen King Emily Winfie.. David Goggi.. F. Scott Fitz.. Paul Kalanithi Ken Follett Bill Martin Jr.. B. J. Novak Angie Thom.. David McCul.. Amy Shields Michael Wol.. Jay Asher Michael Lew.. Elie Wiesel Raina Telge.. Steven D. Le.. Stephen Ken.. F. A. Hayek Marty Noble

Total Sales Over Time By Genre

Genre

Fiction

	Total sale
6M	$5,098,394.00 $6,858,148.00
4M	$3,836,250.00
	$2,466,128.00 $4,064,705.00
2M	$3,100,516.00
	$1,690,440.00

Non Fiction

	Total sale
6M	$4,713,219.00
4M	$3,767,352.00
	$3,082,561.00
2M	$3,380,367.00 $3,568,679.00
	$1,508,639.00

2008   2010   2012   2014   2016   2018   2020

Year

Findings & Insights

▶ **Cultural Trends**: The preference for non-fiction could reflect a growing interest in self-improvement, education, or real-world knowledge during the 2009-2019 period.

▶ **Market Dynamics**: Non-fiction often appeals to a broader audience, including professionals, students, and lifelong learners, whereas fiction might cater more to specific tastes (e.g., romance, fantasy, or literary fiction). This broader appeal could explain non-fiction's higher popularity.

▶ **Economic Factors**: Non-fiction books, especially those tied to professional development or education, might have seen higher demand during this period, possibly due to economic recovery efforts post the 2008 financial crisis, where readers sought practical knowledge to improve their careers or lives.

▶ Fiction dominated early years but saw fluctuations, while Non-Fiction showed steady growth and eventually surpassed Fiction in total sales towards the end of the period

Tools Used

Microsoft Excel for data cleaning and transforming the data to find meaningful insights

Tableau for data transformation and to create charts and graph for data visualization