

# Capstone Project – Author Analysis

# Publications

Author Analysis

**Valuable Insights:** The Power BI dashboard using the Sample Publication Database provides valuable insights into the publishing company's performance and operations. It presents data-driven analytics on book sales, popular genres, and author contributions. Stakeholders can gain a deeper understanding of customer preferences, bestselling titles, and effective marketing strategies.

Publishers Analysis

**Improvement Focus:** The dashboard helps the publishing company focus on areas that require improvement. By analyzing sales trends, store distribution, and discount effectiveness, the dashboard identifies opportunities to optimize sales and increase revenue. It enables the company to refine its marketing and distribution strategies to better cater to customer demands.

Title Analysis

**Evaluation of Effectiveness:** The dashboard facilitates the evaluation of various aspects of the publishing business. It assesses the effectiveness of discounts on sales, the impact of different bookstores on revenue, and the success of marketing campaigns. With this evaluation, the company can make data-driven decisions to enhance its overall effectiveness and profitability.

Sales Analysis

**Trend Identification:** Using historical sales data and author royalties, the dashboard identifies trends in book sales over time. It helps identify seasonal patterns, bestselling genres in specific periods, and the success of certain authors or book titles. This trend identification empowers the company to plan for future publications and marketing efforts more effectively.

Stores Analysis

**Comprehensive Understanding:** The Power BI dashboard offers a comprehensive understanding of the publishing company's operations. By presenting data on book sales, author royalties, and store distribution in one centralized platform, stakeholders can have a holistic view of the business. This comprehensive understanding enables better decision-making and a more cohesive strategy across all aspects of the publishing process.



**Objective:** The objective of this project is to create a comprehensive Power BI dashboard utilizing the Sample Publication Database. The dashboard aims to provide valuable insights into the publishing company's book sales performance, author royalties, and store distribution, enabling data-driven decision-making and strategic planning.



**Analysis Scope:** The analysis will focus on various aspects of the publication process, including book sales, author contributions, store performance, and the impact of discounts. It will encompass historical sales data, author royalties based on royalty schedules, and distribution data from multiple bookstores.



**Goal:** The primary goal of this Power BI dashboard is to offer a holistic view of the publishing company's operations. It will provide actionable insights to optimize book sales, enhance author collaboration, improve store distribution strategies, and identify opportunities for growth and efficiency.



**Insights & Recommendations:** The Power BI dashboard will generate valuable insights into the top-selling book titles, bestselling genres, and sales trends over time. It will analyze the performance of different bookstores, identify bestselling authors, and calculate author royalties based on royalty schedules. Additionally, it will recommend effective discount strategies to boost book sales and customer engagement.

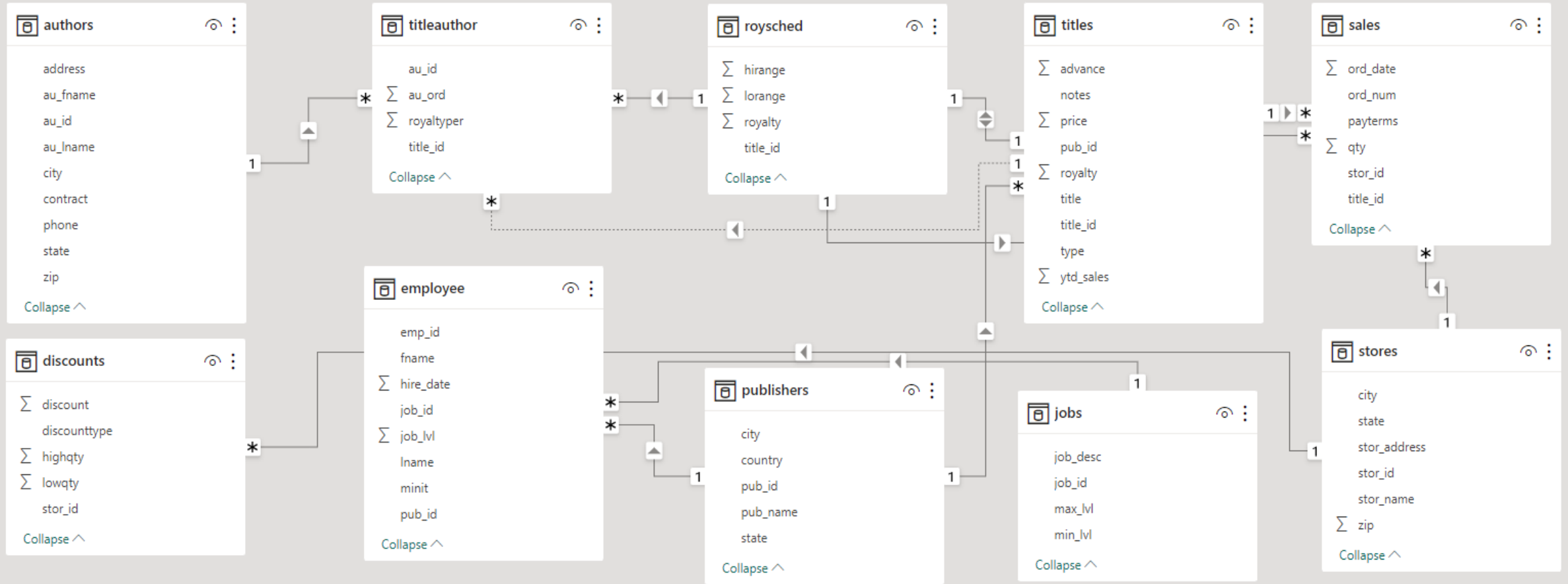


**Report & Presentation:** The final deliverable will consist of a detailed report describing the data sources, data modeling methodologies, and data cleansing processes used in creating the Power BI dashboard. The report will also include a step-by-step guide on how to interpret the insights and use the dashboard for decision-making. The presentation will showcase the key findings, visualizations, and actionable recommendations derived from the dashboard's analysis.



The Power BI dashboard, along with the report and presentation, will serve as a powerful tool for the publishing company's stakeholders. It will empower them to make informed decisions, optimize book sales strategies, foster author collaborations, and enhance the overall business performance in the competitive publishing landscape.

# ER Diagram



final_fact_table	
au_address	
au_city	
au_contract	
au_fname	
au_id	
au_lname	
Σ au_ord	
au_phone	
au_state	
Σ au_zip	
emp_fname	
emp_id	
emp_lname	
Σ employee_job_lvl	
📅 employee_hire_date	
employee_job_desc	
Σ employee_job_id	
Σ employee_max_lvl	
Σ employee_min_lvl	
employee_mininit	
Σ pub_id	
pub_name	
publishers_city	
publishers_country	
publishers_state	
Σ royal_typer	
Σ roysched.hirange	
Collapse ^	

final_fact_table	
Σ pub_id	
pub_name	
publishers_city	
publishers_country	
publishers_state	
Σ royal_typer	
Σ roysched.hirange	
Σ roysched.lorange	
Σ roysched.royalty	
📅 sales_ord_date	
sales_ord_num	
sales_payterms	
Σ sales_qty	
stor_address	
Σ stor_id	
stor_name	
stores_city	
stores_state	
Σ stores_zip	
Σ title_advance	
title_notes	
Σ title_price	
Σ title_royalty	
title_type	
Σ title_ytd_sales	
titles_title	
titles_title_id	
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discounts	
Σ discount	
discounttype	
Σ highqty	
Σ lowqty	
Σ stor_id	
Collapse ^	



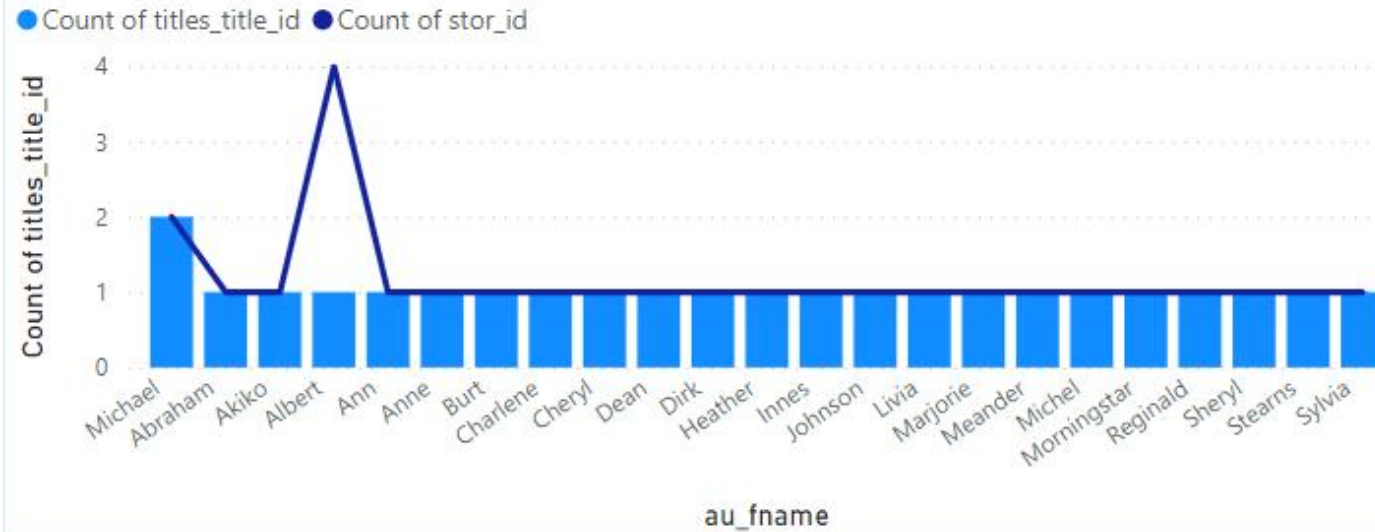
# Power BI Problem Statements



# Author Analysis



Count of titles\_title\_id and Count of stor\_id by au\_fname



au\_city and au\_contract

au\_contract ● (Blank) ● 0 ● 1



publishers\_city ×

(Blank)

au\_city ×

Count of publishers\_...  
4

(Blank)

1

Berkeley

1

Boston

1

Chicago

1

Dallas

1

München

1

New York

1

Paris

1

Lawrence

1

Nashville

1

Oakland

1

San Francisco

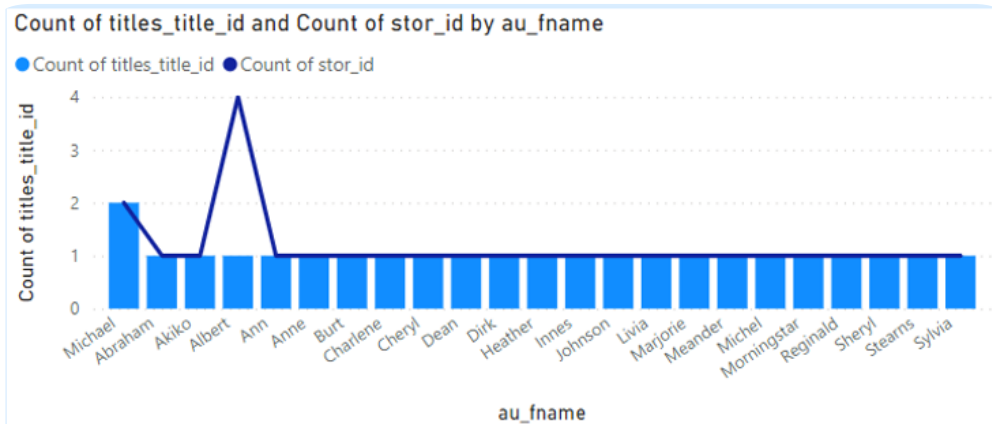
1

Vacaville

1



# How many universities are there in each country?



- Gleaning from the Country Report, it becomes apparent that nations such as the USA, China, and Japan boast the highest number of universities. Conversely, countries like Uganda, the UAE, and Uruguay exhibit a comparatively lower count of universities.





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# Publishers Analysis



publishers\_count... ×

USA

publishers\_state ×

TX

publishers\_city ×

Count of pub\_id  
9

USA  
6

(Blank)  
1

France  
1

Germany  
1

CA  
1

DC  
1

IL  
1

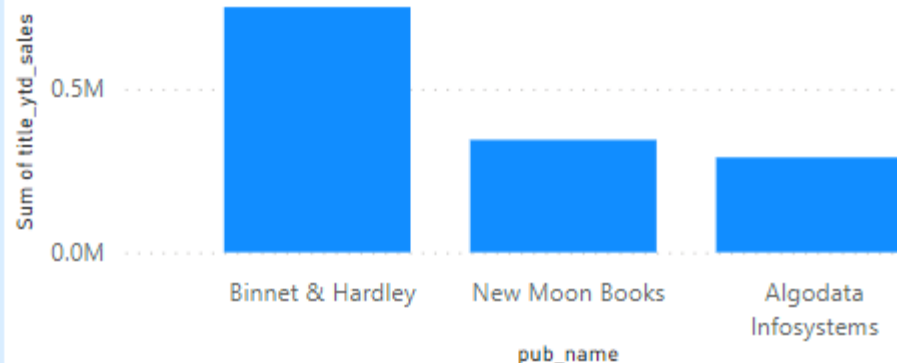
MA  
1

NY  
1

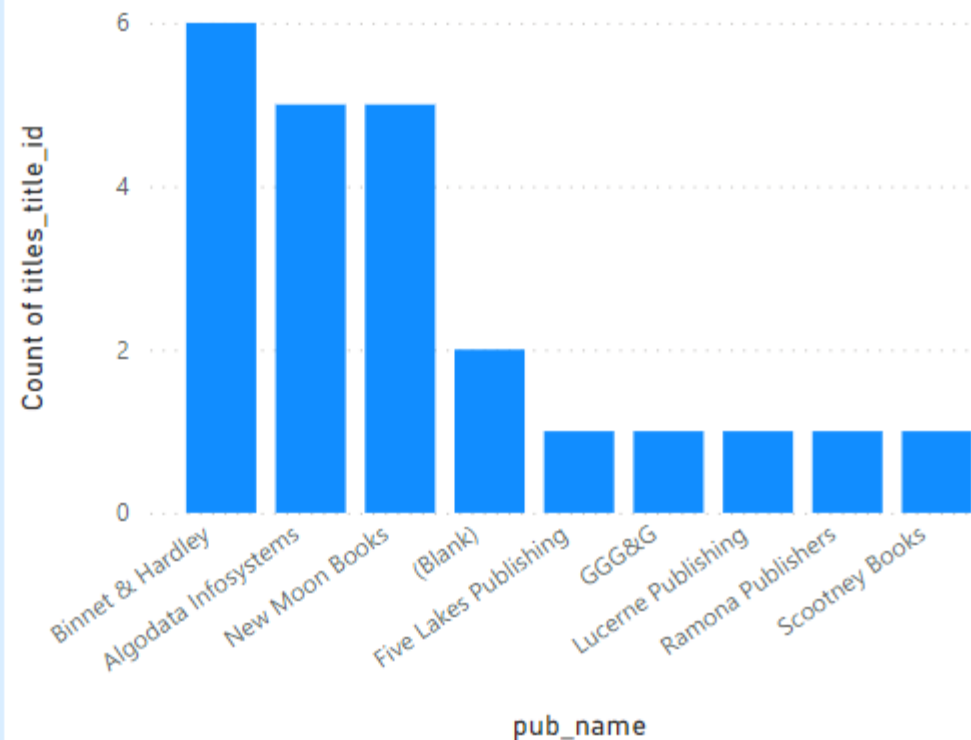
TX  
1

Dallas  
1

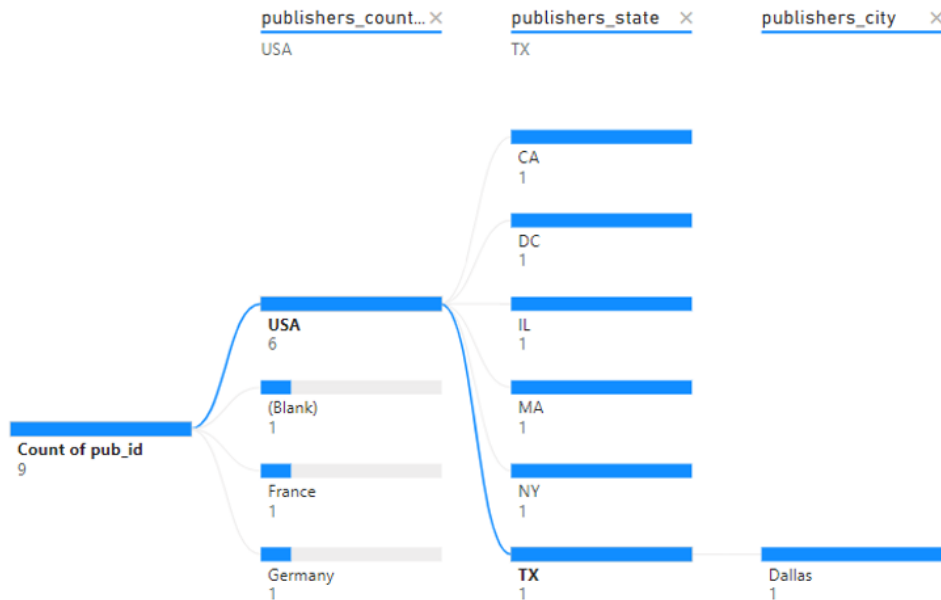
Sum of title\_ytd\_sales by pub\_name



Count of titles\_title\_id by pub\_name

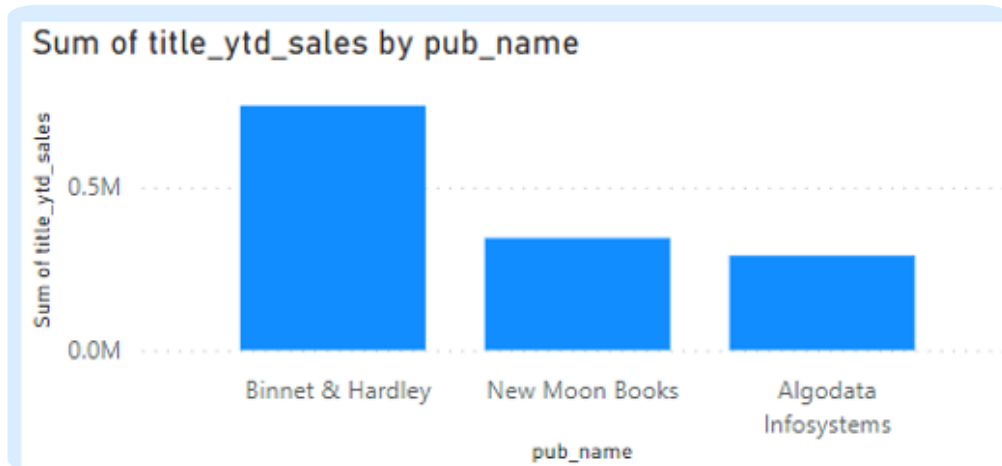


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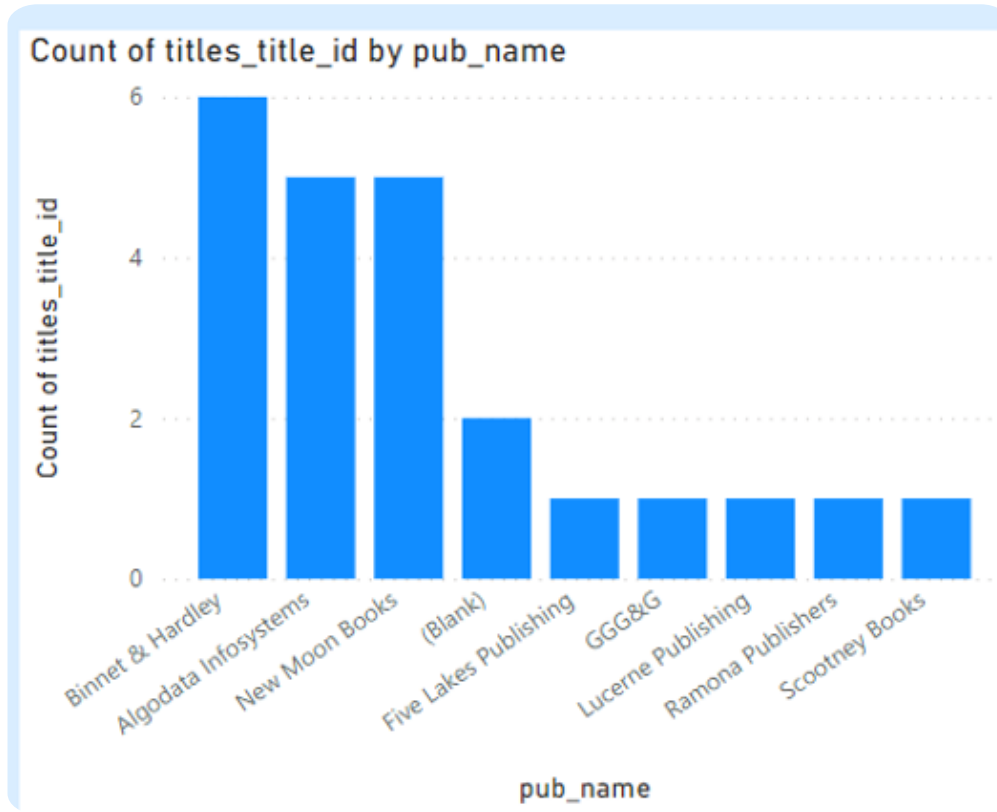
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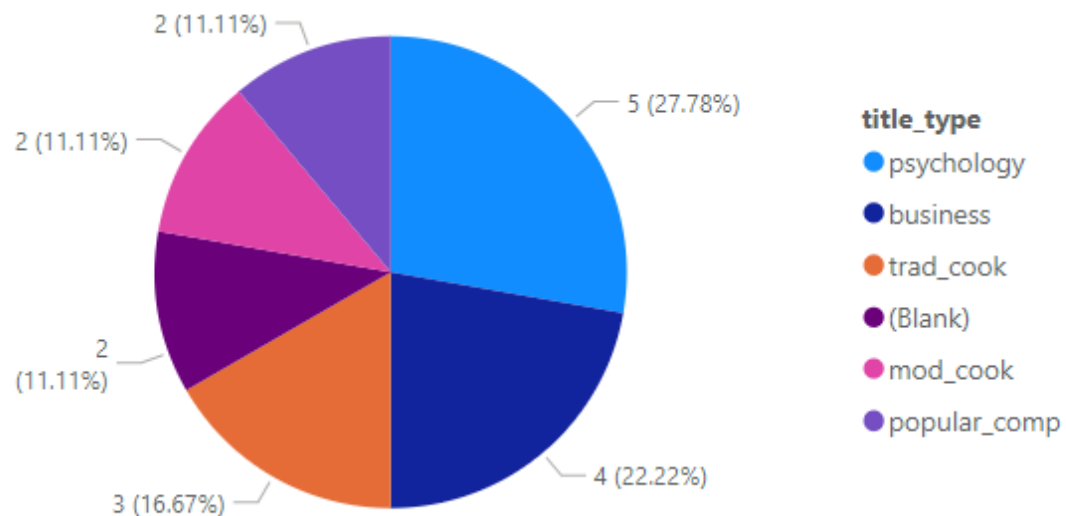
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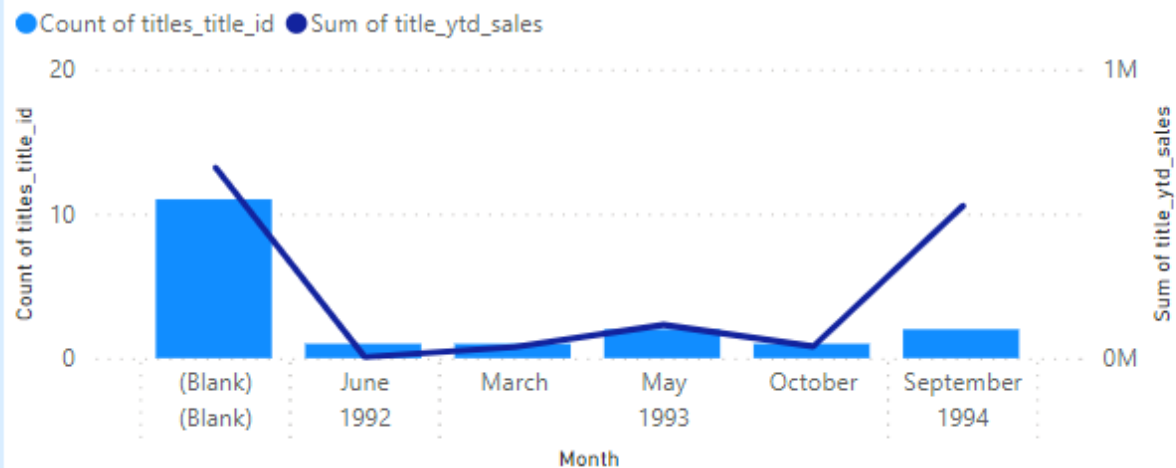
# Title Analysis



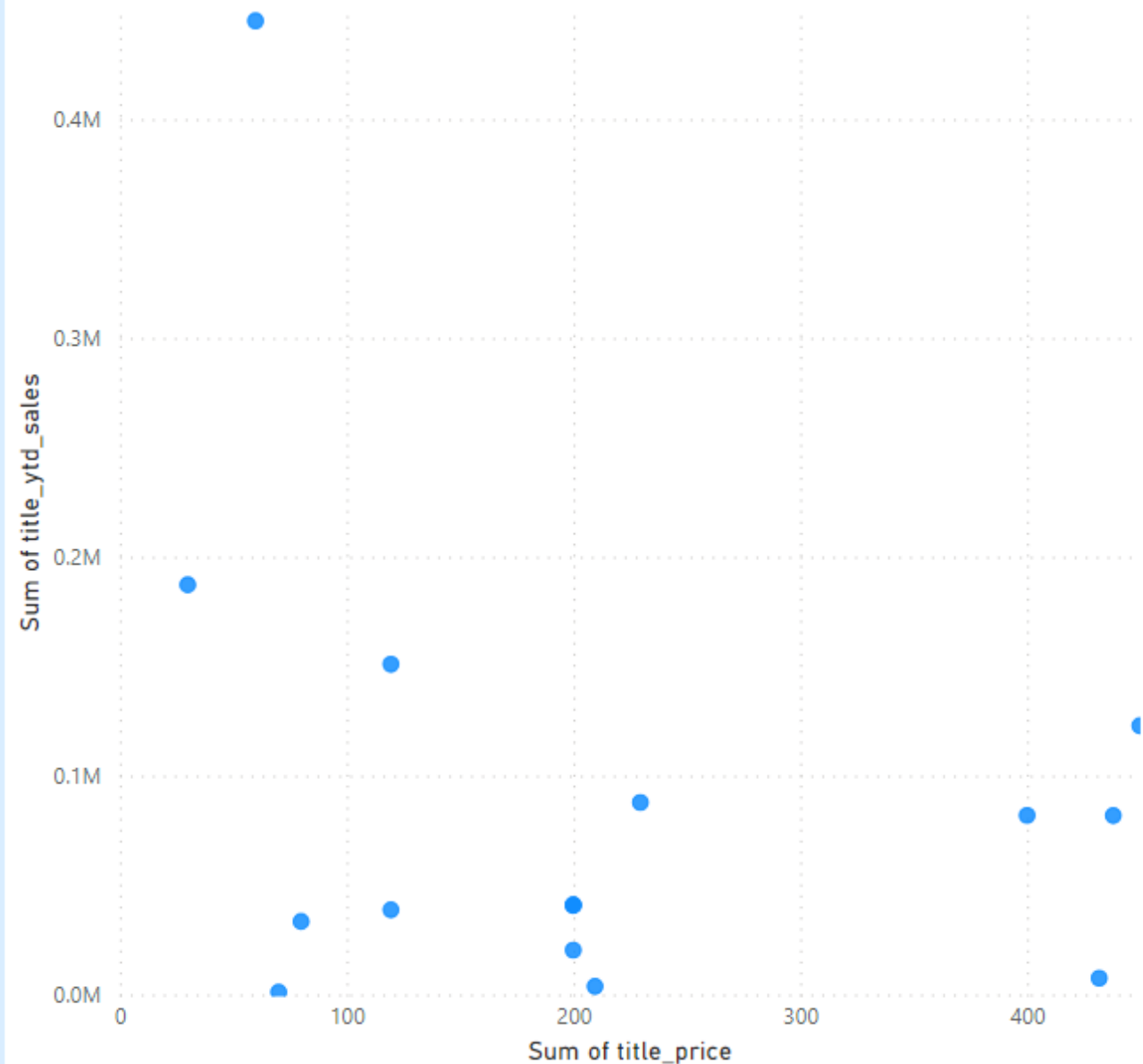
Count of titles\_title\_id by title\_type



Count of titles\_title\_id and Sum of title\_ytd\_sales by Year and Month

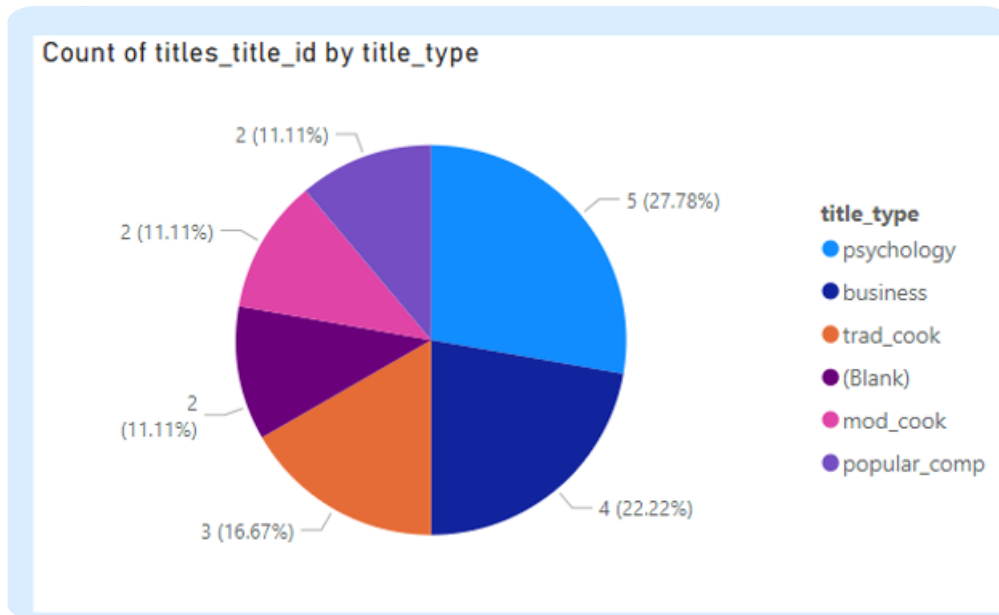


Sum of title\_price and Sum of title\_ytd\_sales by titles\_title\_id



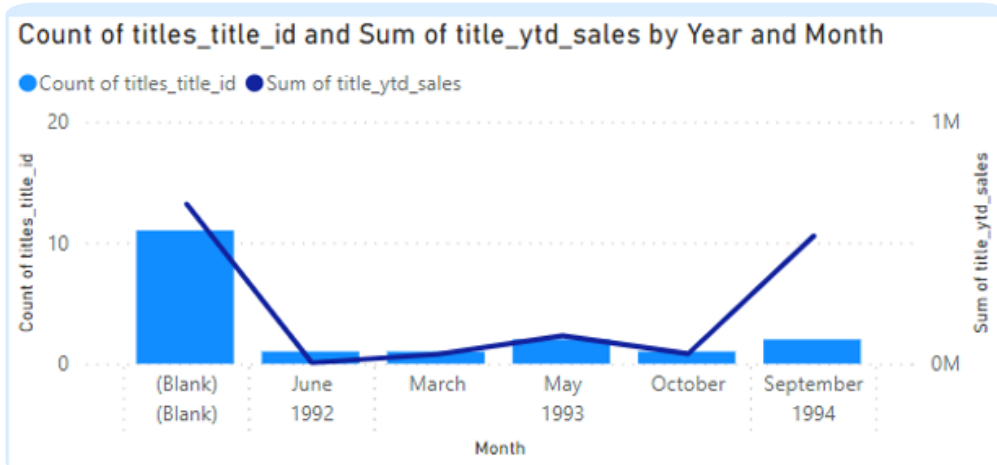


How many universities are there in each country?

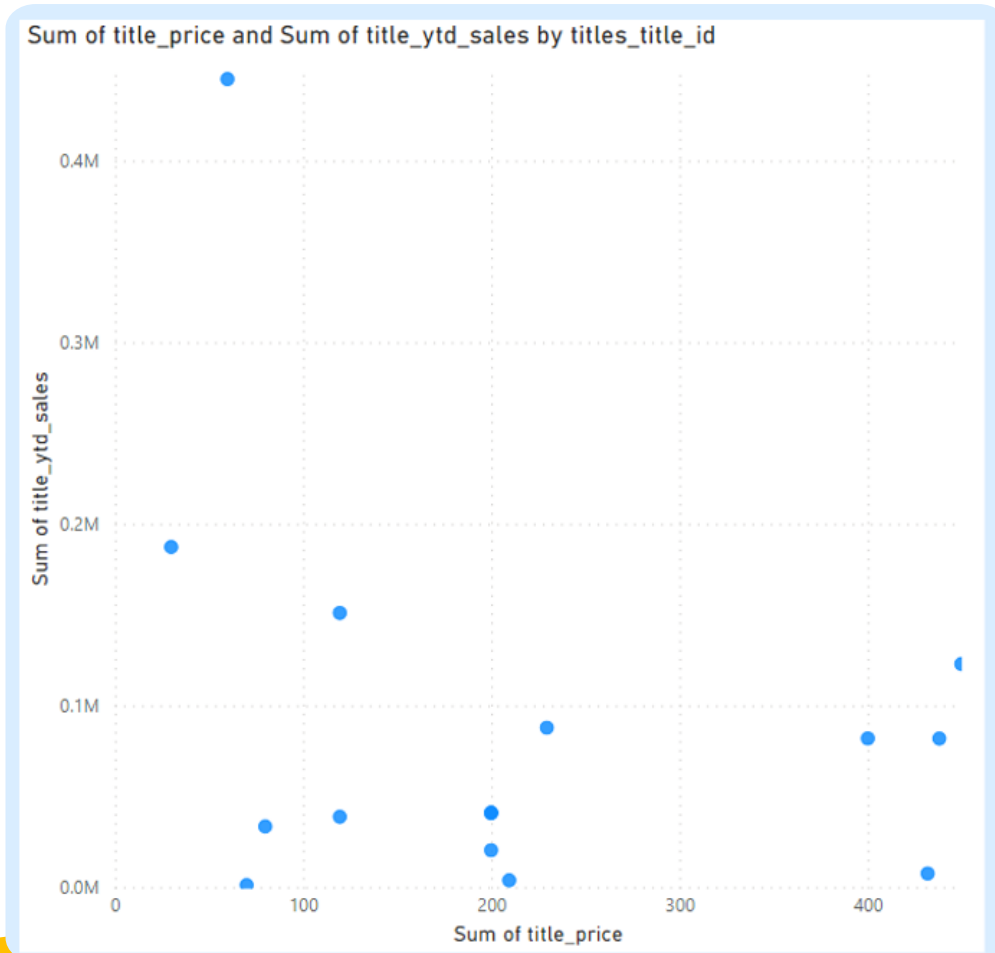


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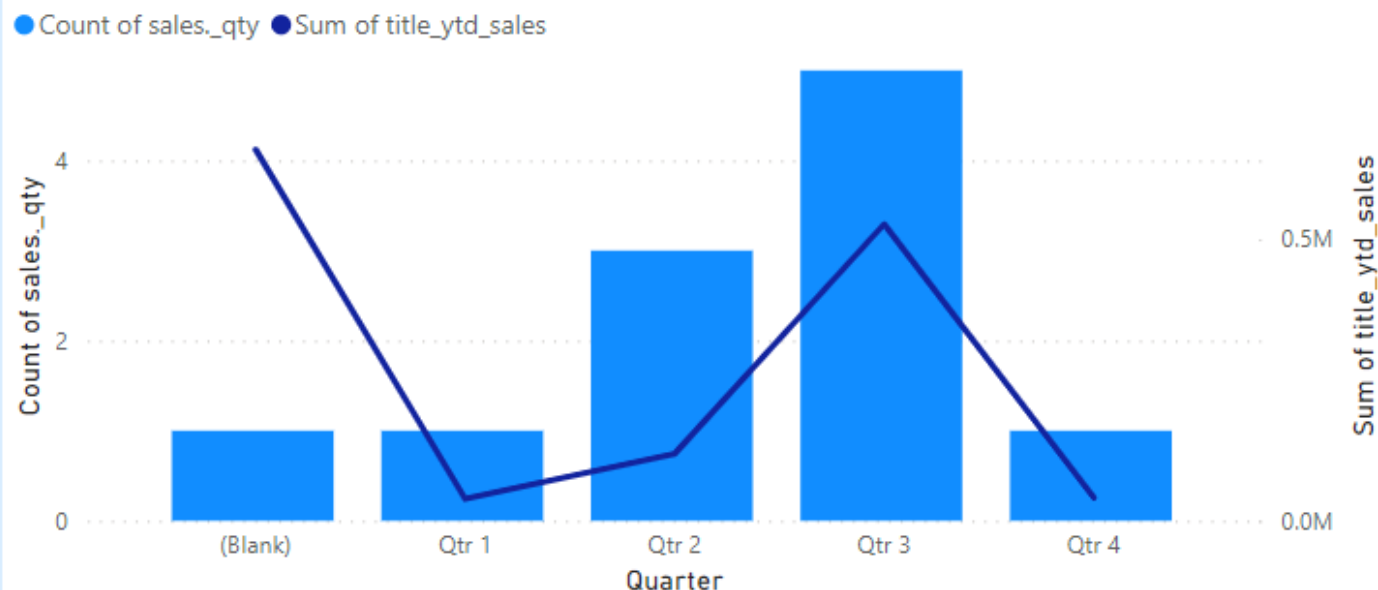
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# Sale Analysis



Count of sales\_qty and Sum of title\_ytd\_sales by Quarter

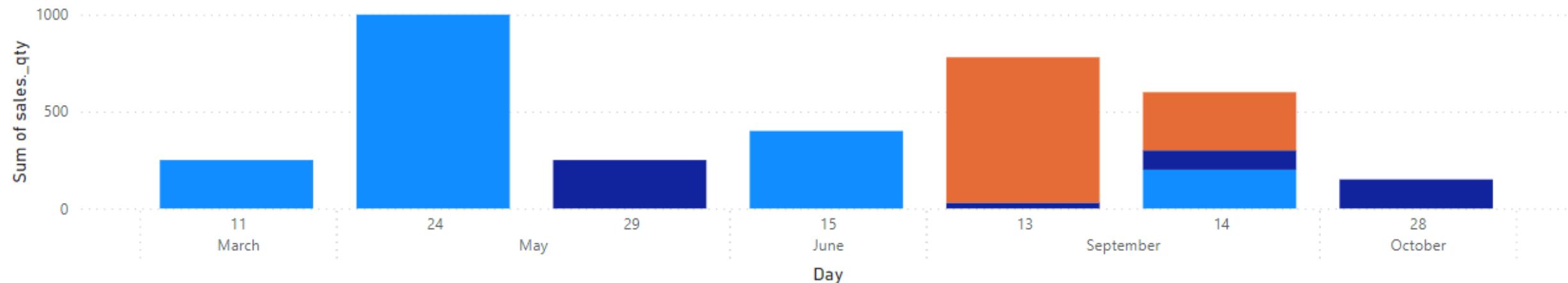


The Gourmet Microwave  
**444920**

Bookbeat  
**444920**

Sum of sales\_qty by Month, Day and sales\_payterms

sales\_payterms ● Net 30 ● Net 60 ● ON invoice



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**444920**

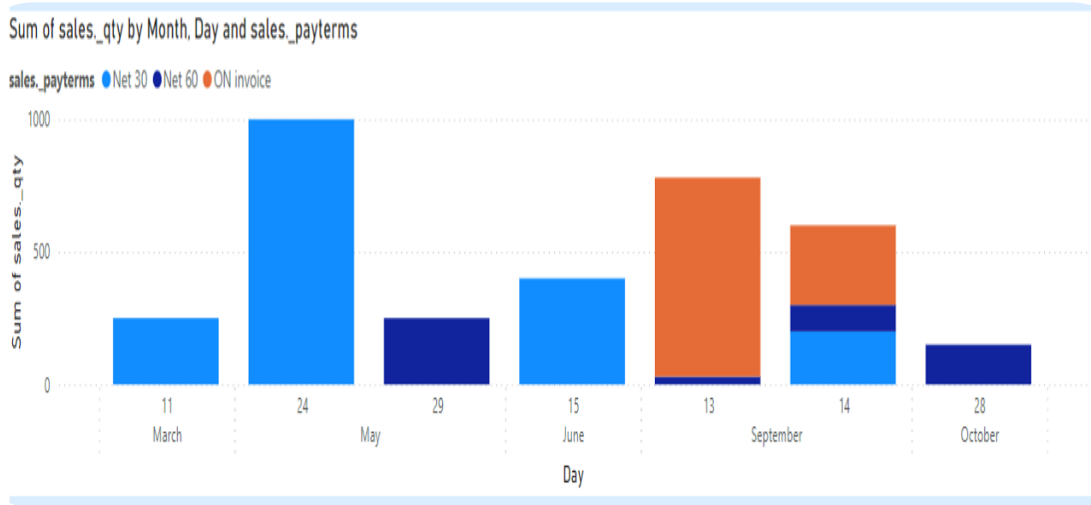
Bookbeat

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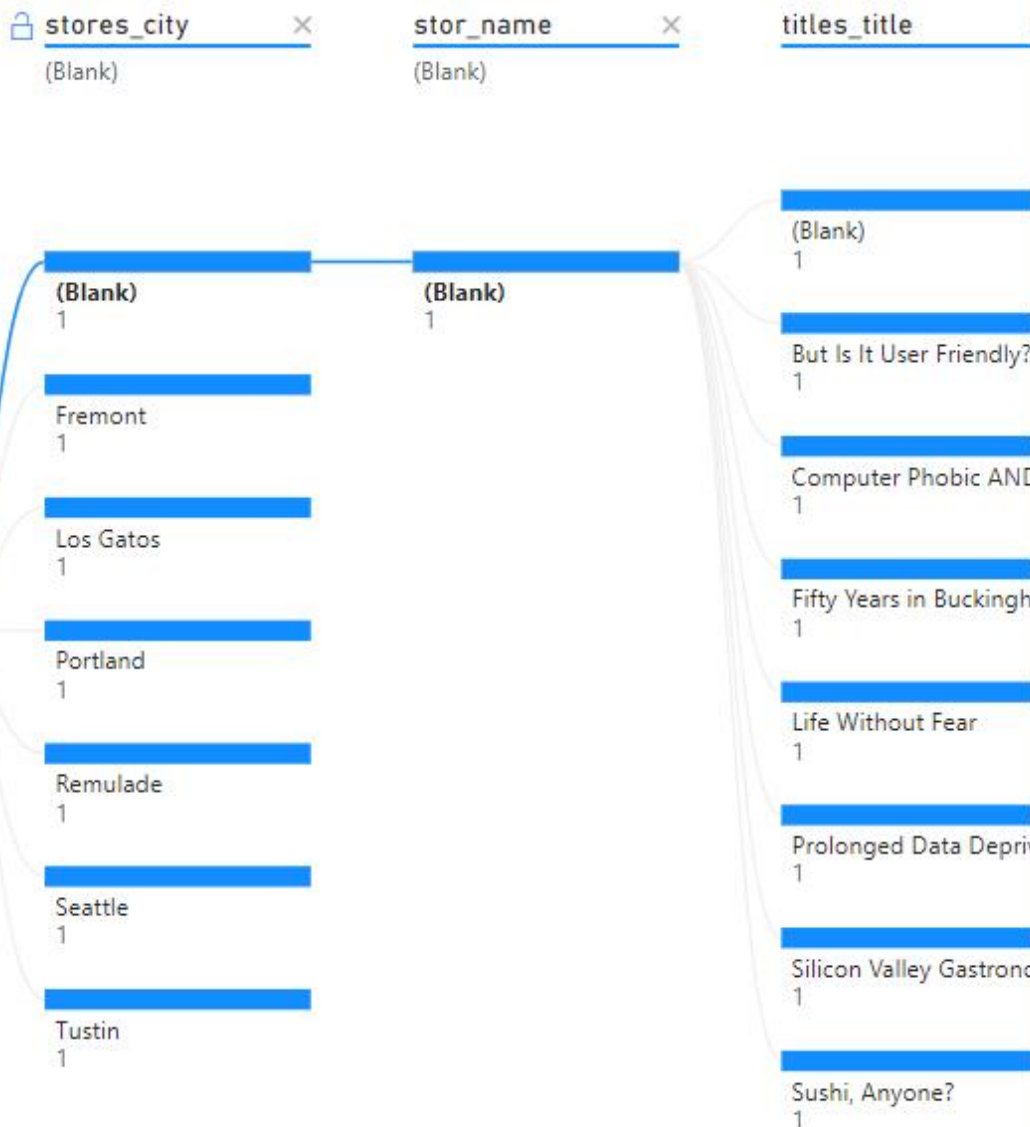
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# Store Analysis

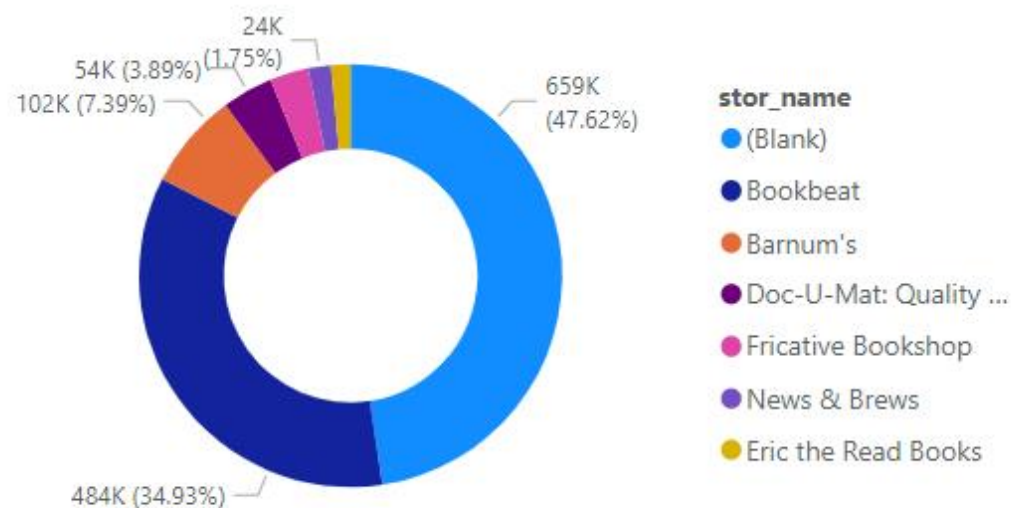


## stores\_city and stor\_name

stor\_name (Blank) Barnum's Bookbeat Doc-U-... Eric the ... Fricative...



## Sum of title\_ytd\_sales by stor\_name



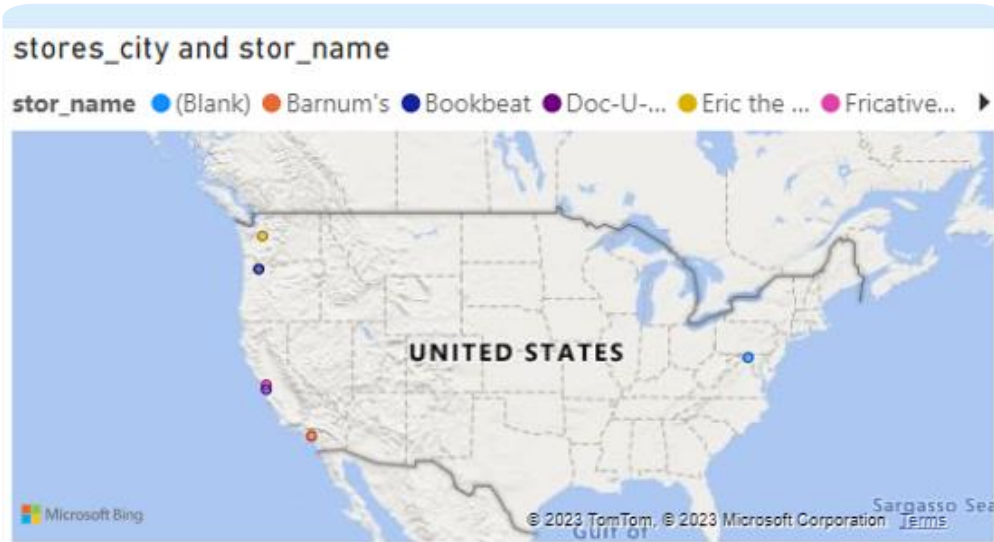


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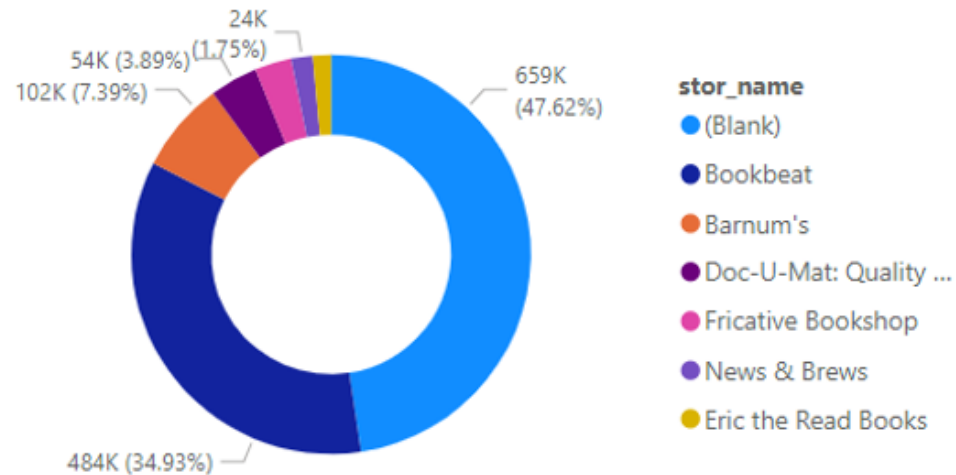
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Sum of title\_ytd\_sales by stor\_name



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# EDA Problem Statements

What strategies can be identified from successful publishers in driving sales revenue?

Successful publishers employ a combination of strategies to drive sales revenue in the competitive world of publishing. While individual approaches may vary ba

1. **Quality Content Creation:** The foundation of any successful publishing venture is high-quality content. Publishers invest in producing engaging, relevant, and w
  2. **Audience Understanding:** Successful publishers deeply understand their target audience's preferences, interests, and behaviors. They conduct thorough marke
  3. **Effective Marketing and Promotion:** Publishers employ strategic marketing and promotional campaigns to create buzz around their products. This includes utili
  4. **Branding and Positioning:** Establishing a strong brand identity and positioning in the market is crucial. Successful publishers create a distinct brand that readers
  5. **Multi-Platform Presence:** Publishers leverage multiple platforms to reach their audience, including print, digital, and audio formats. This ensures that their con
  6. **Innovative Distribution Channels:** Exploring innovative distribution channels and partnerships can help publishers reach new audiences. This could involve coll
  7. **Engagement and Community Building:** Publishers often focus on building a strong community of readers who are passionate about their content. Engaging with
  8. **Adaptation to Trends and Technologies:** Successful publishers stay updated on industry trends and emerging technologies. This might involve embracing e-bo
  9. **Author Relationships:** Publishers maintain positive and supportive relationships with their authors. Happy authors are more likely to promote their own work,
  10. **Data Analysis and Decision-Making:** Data-driven insights play a crucial role in driving sales. Publishers analyze sales data, reader feedback, and market trends t
  11. **Diversification and Expansion:** Successful publishers often diversify their offerings to appeal to a broader audience. This could involve exploring different gen
  12. **Sustainability and Long-Term Planning:** Publishers with a long-term vision focus on building sustainable revenue streams rather than relying solely on one be
- It's important to note that the publishing industry is constantly evolving, so successful publishers adapt their strategies over time to stay relevant and thrive in a c

We don't have direct data available to correlate market presence and success

What insights can be derived from the popularity of different book genres in relation to sales figures?

How does the number of titles published by a publisher impact their overall market presence and success?

How do sales trends of top-selling titles align with broader market dynamics?

How does the pricing strategy impact the sales performance of different titles within the database?

What factors contribute to the success of specific titles and stores in generating high sales revenue?

How do customer preferences for specific payment terms affect their purchasing behavior and sales outcomes?

What are the key factors that contribute to the success of high-performing stores in generating sales revenue?

How can store locations be strategically optimized to maximize market coverage and sales potential?

How do different discount strategies impact customer behavior and sales outcomes for stores?