



Exploratory Analysis of Bookshop Data

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Insights

Etacoin Shrdlu Press is largest publisher with 30 publications.

Sci-Fi / Fantasy is the most popular genre and 2 x Mystery.

More publications = More sales

2185 and 2188 see highest number of sales and highest number of publications.

Mass market > Hardcover > Trade Paperback in net Sales.

Upward sales trend from spring to early fall.
Jumpstart to sales during holiday season.

Americans and Kiwis are most published authors.

13,436

Total Checkouts

49,514

Total Order Count

\$ 948,964

Total Revenue

4.116

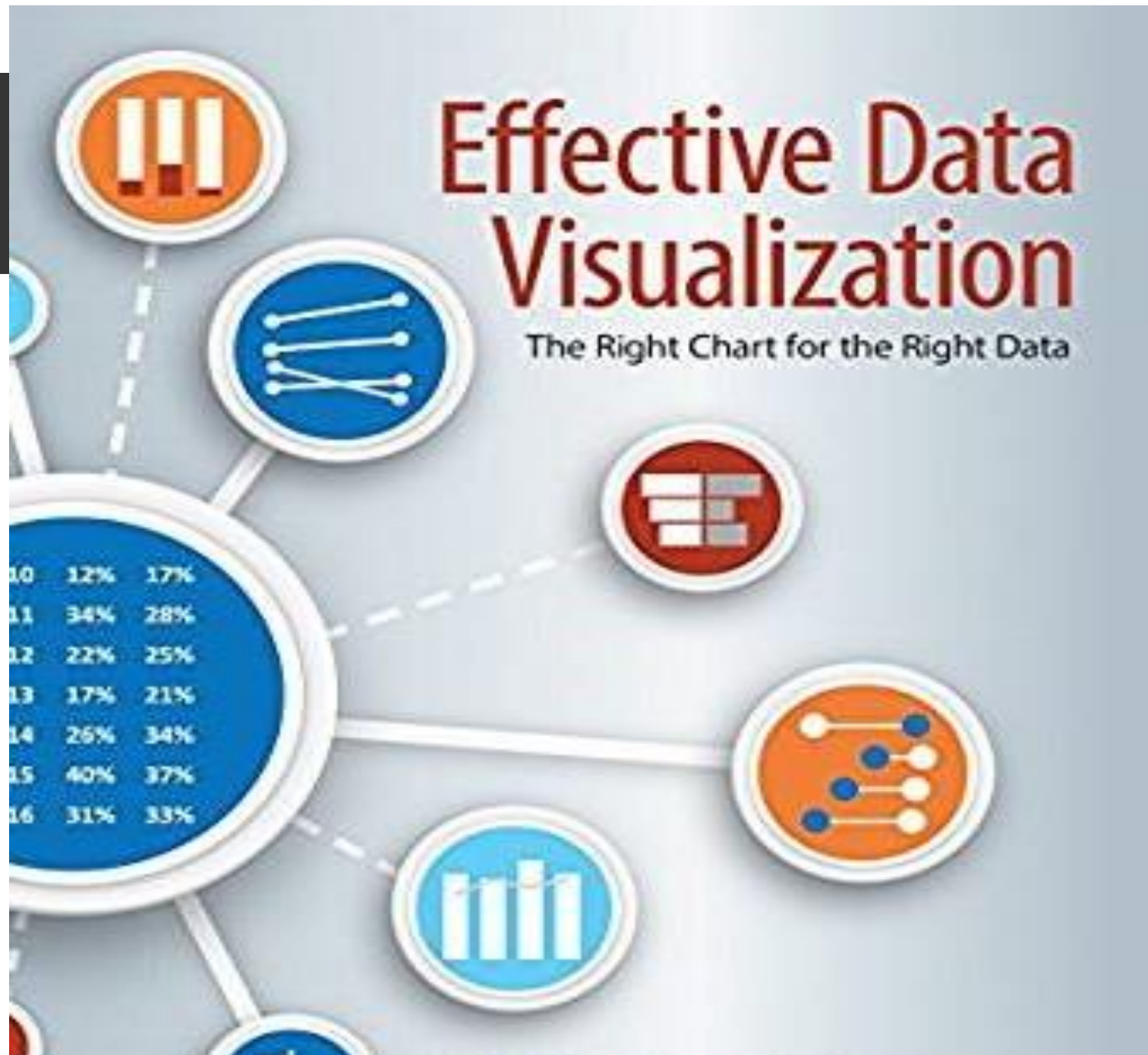
Average Rating

What is causing disparity between Actual raw data vs what Tableau is Calculating?

- ❑ The disparity between SUM (Number of Checkouts) vs Raw excel data is due to how Tableau processed joins into one single table. **Joins are defined upfront, before analysis and into a single table resulting in missing unmatched values or duplicate aggregate values.** In our case, this resulted in duplication of rows from Checkout table.

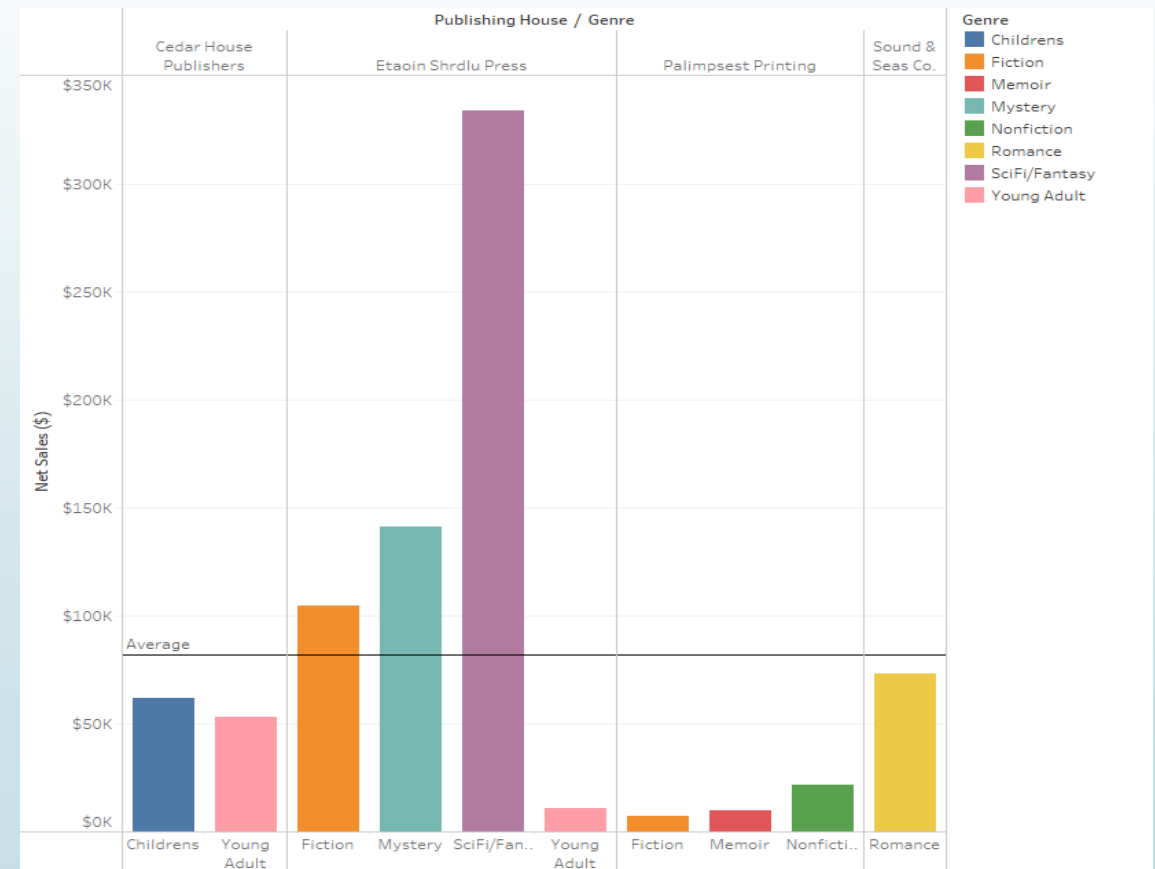
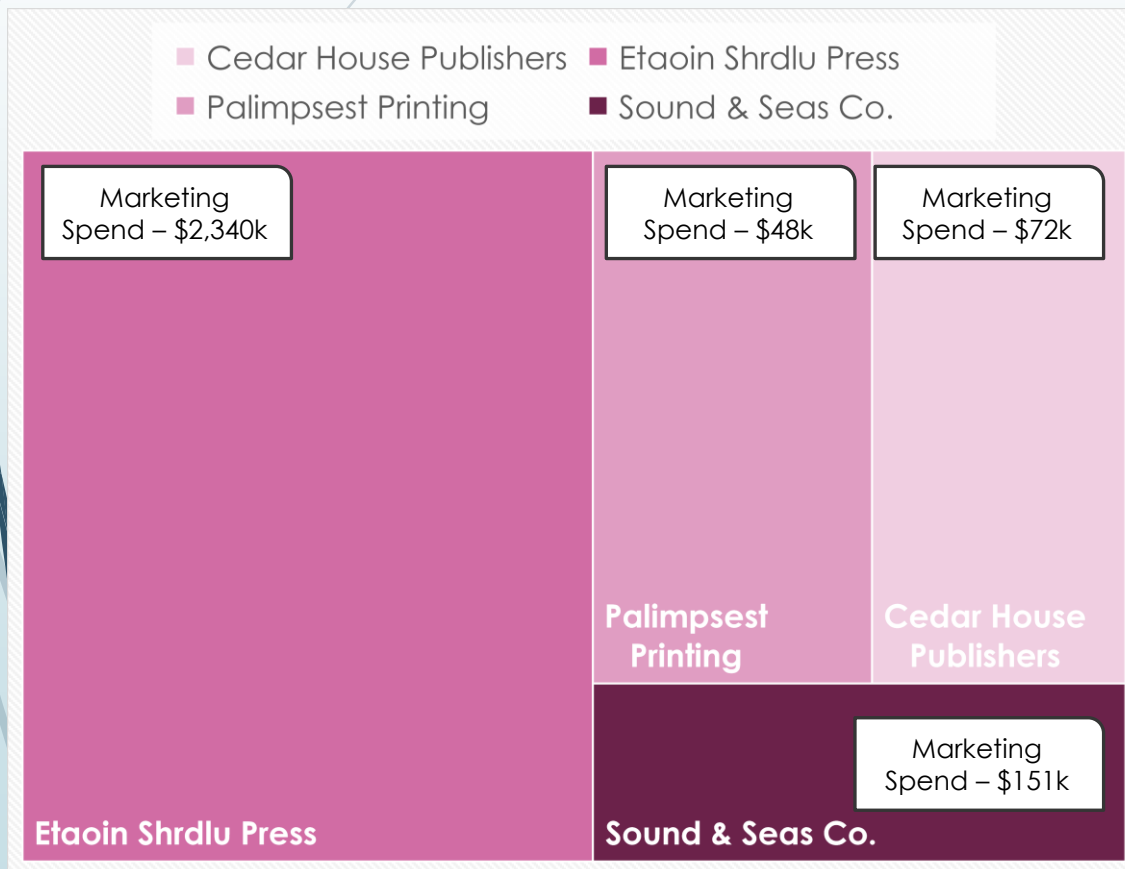
Example, there are several rows for the combination: BookID (Checkouts) = AD222 and Checkout Month Num = 10 when there is only one entry for this combination in raw data resulting in duplication of Number of checkouts = 25 several times. **This is because there are several sales for each Book and Edition, join creating a single table resulted in duplication of Checkouts table contents across multiple rows.**

- ❑ LOD or Level of detail expression computes the values requested at both data source level and visualization level and it also offers control on the level of granularity. In the case of calculating Monthly checkouts, we specify the granularity to be at Book ID and Checkout Month Num. An English translation of the LOD we used is: **For each [Book ID] and [Checkout Month Num] calculate the minimum [Number of Checkouts].** This is result in elimination of these duplicate rows into the calculation.



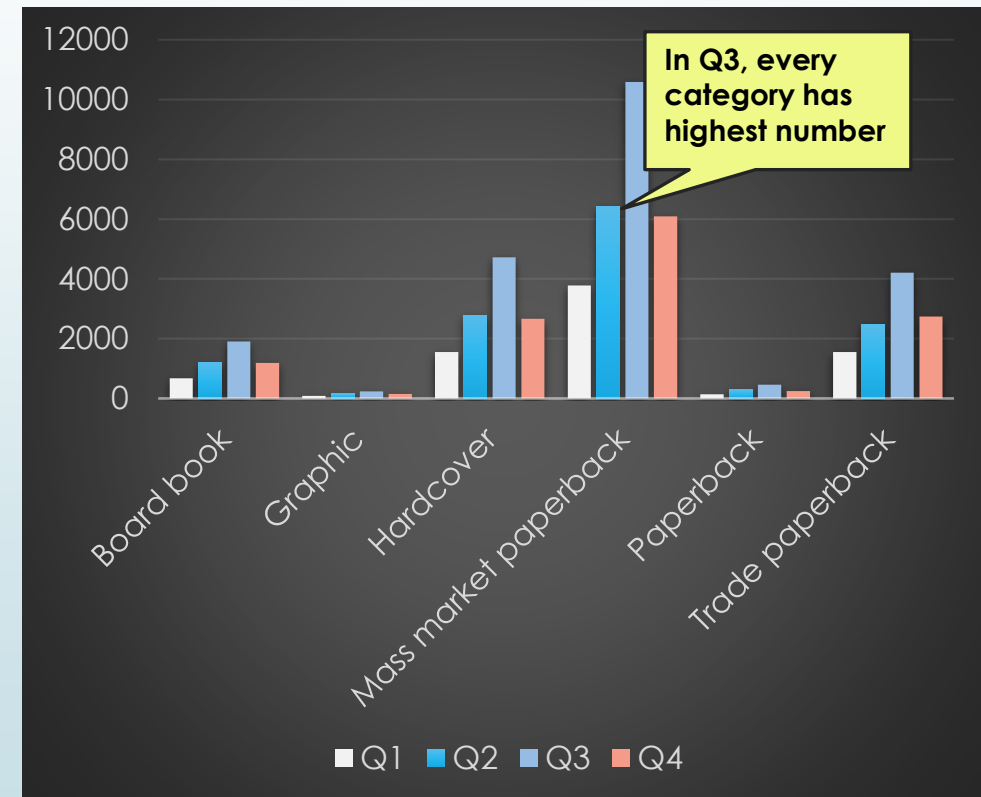
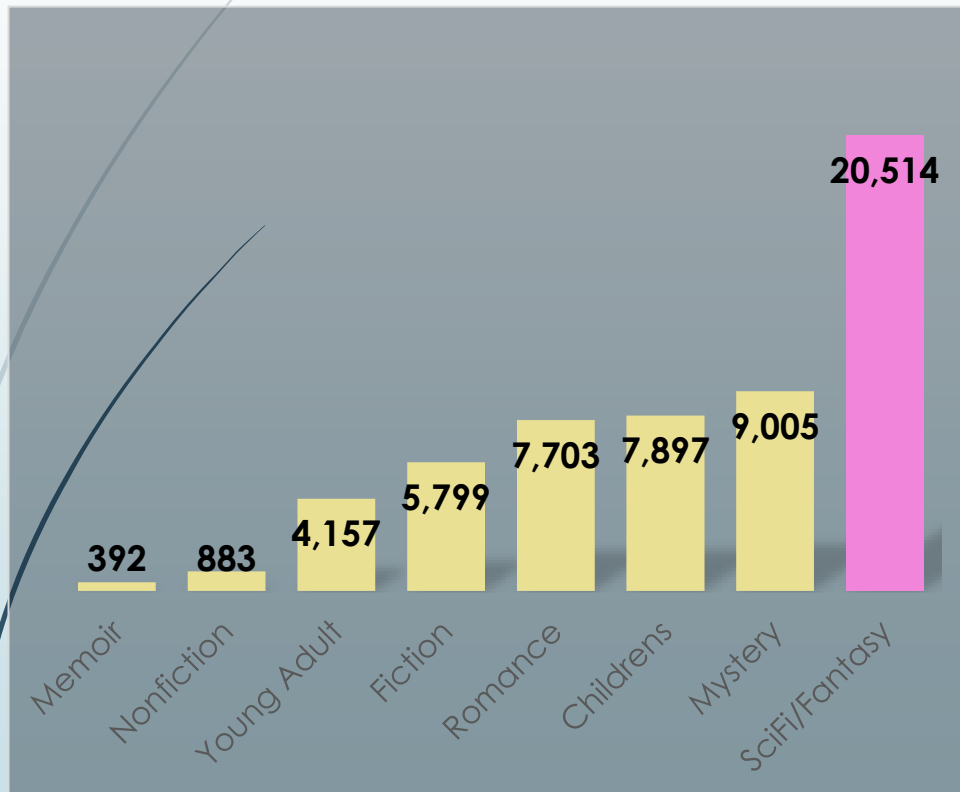
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Marketing is responsible for leading Sales growth



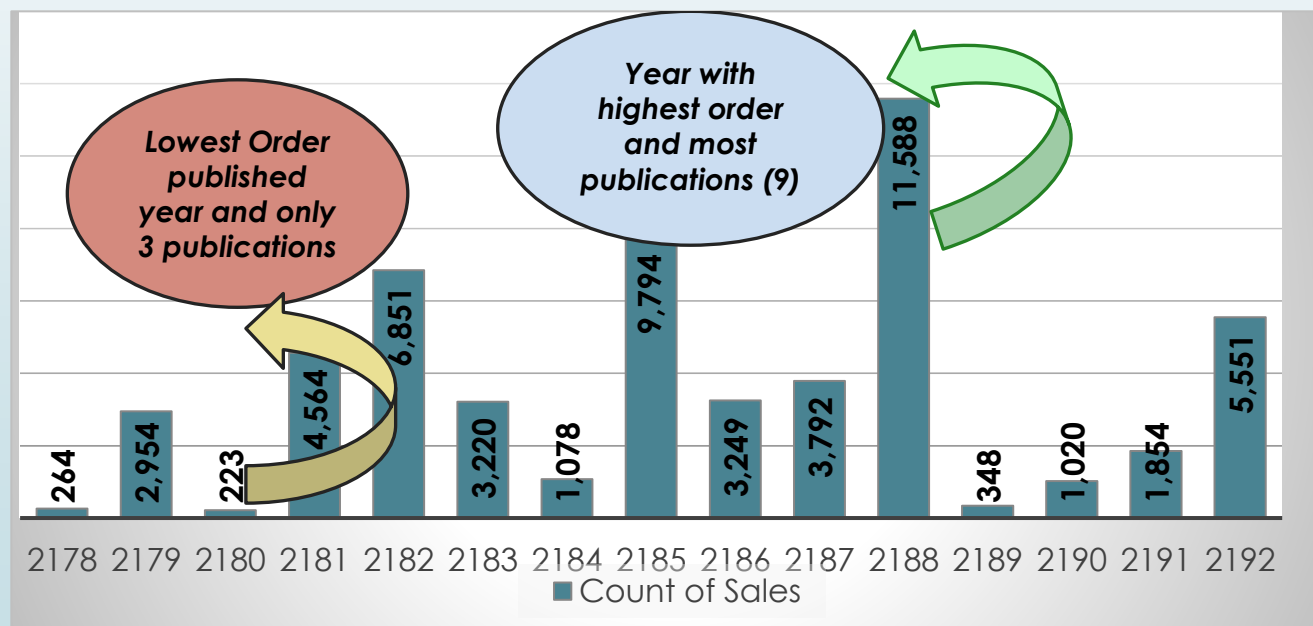
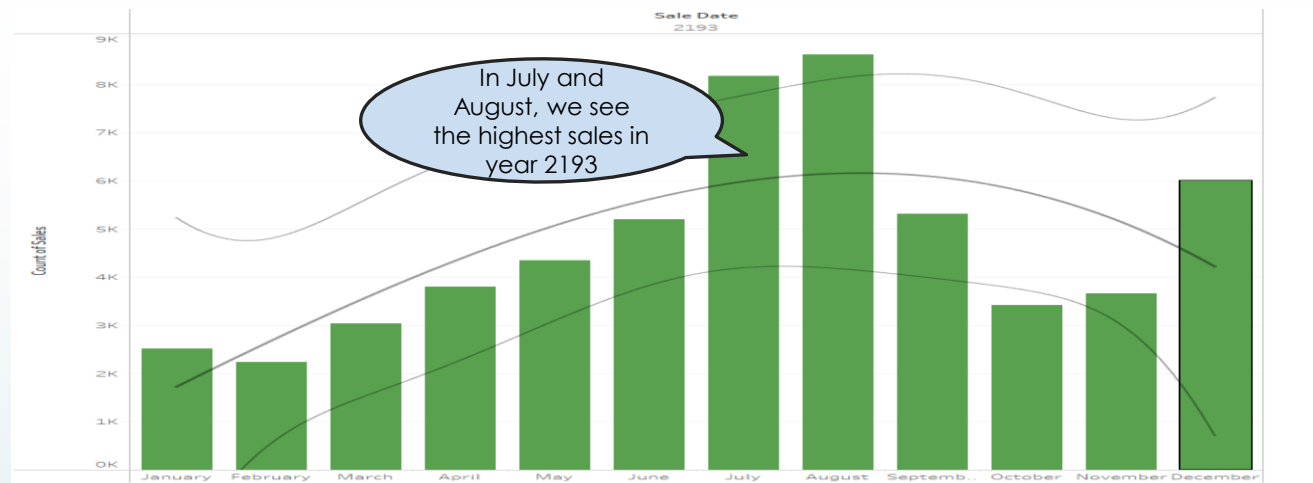
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Focus on Sci-fi/Fantasy & Mass market format

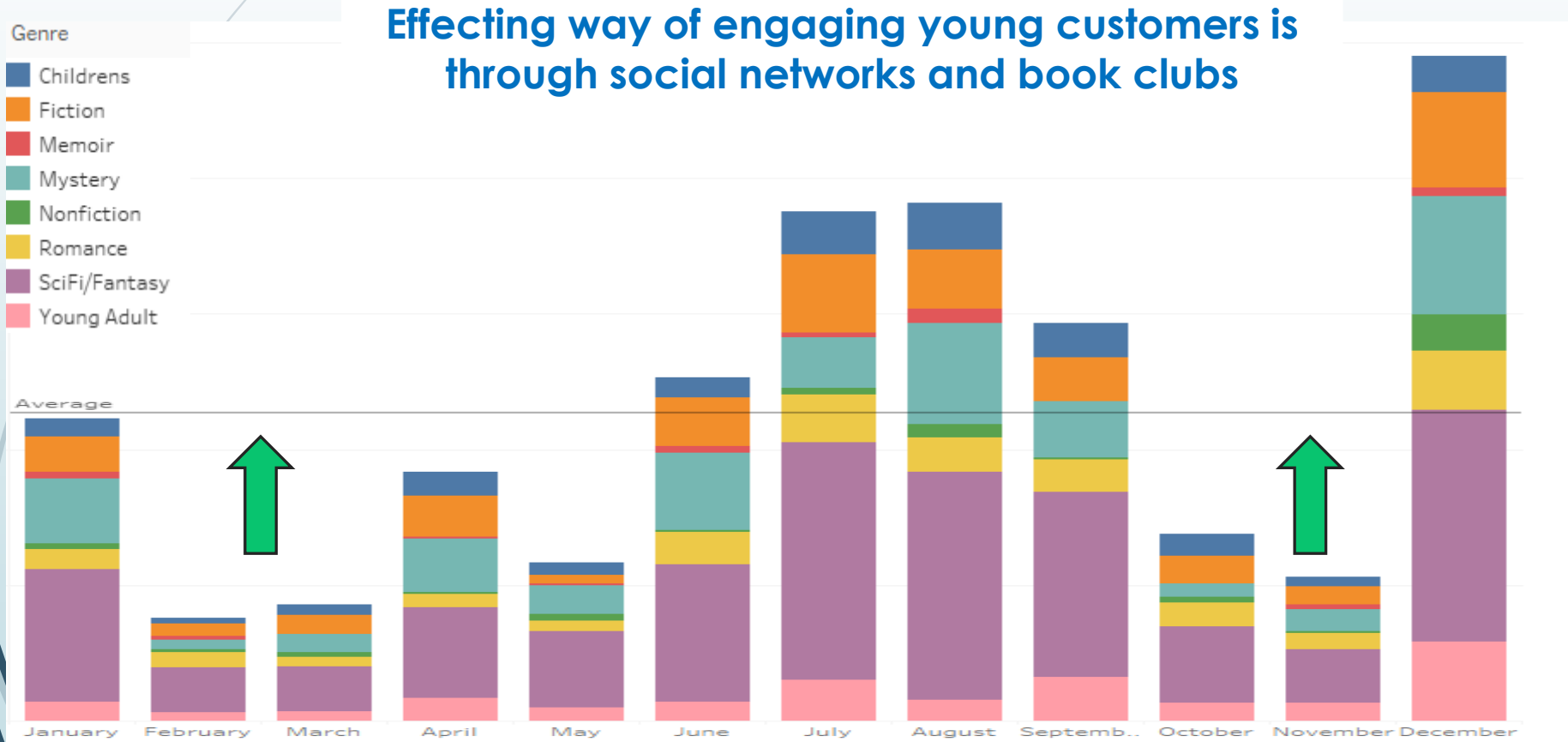


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How to increase the Sales?

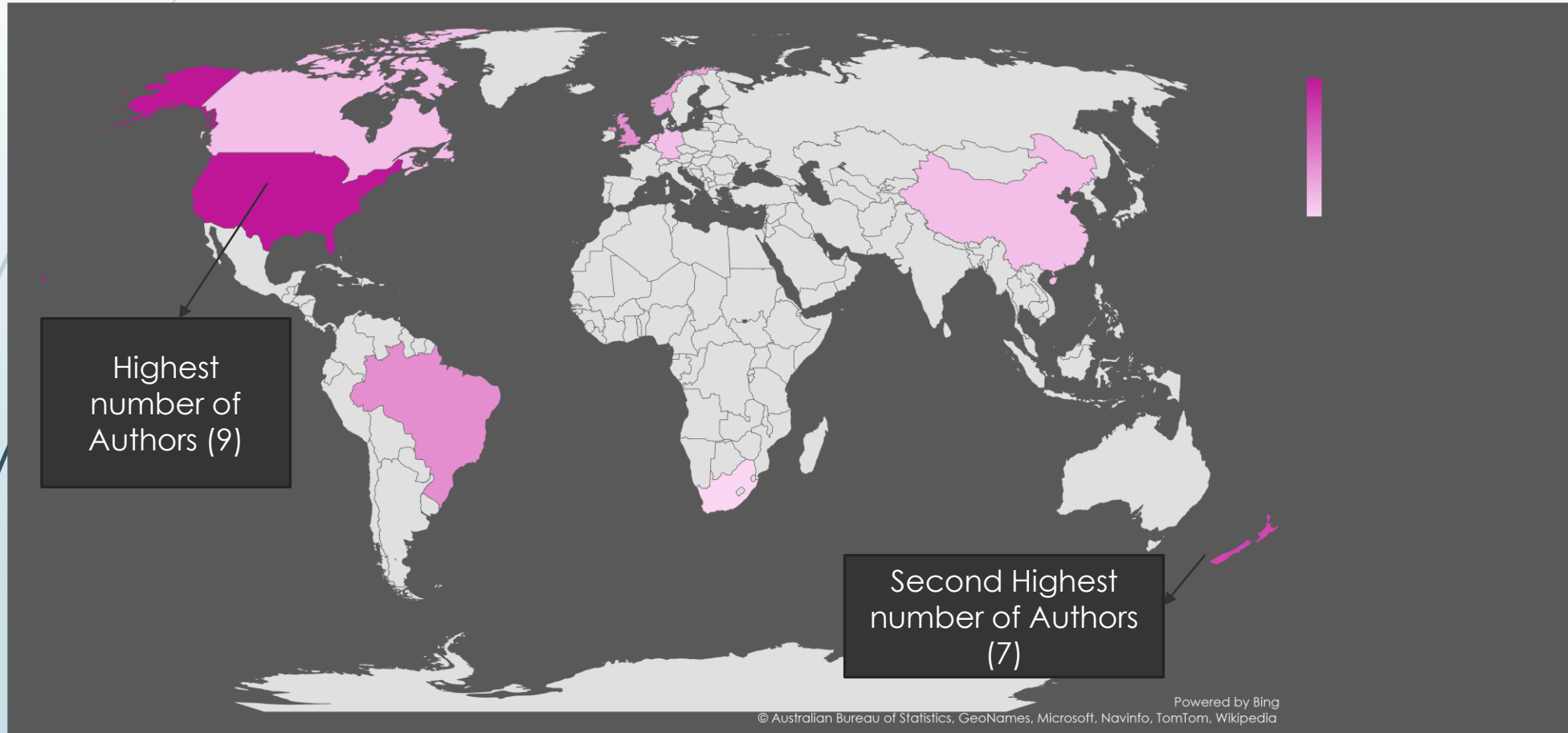


User Engagement to Drive Readership



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Authors Geographic Distribution



Number of Ratings and Average Rating

Customer is looking for an experience and not just a product



Appendix

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Key points:

- Concentrate on publishers with higher market spending
- Offer more discounts in Off-season
- Provide more books in the Sci-fi/Fantasy Genre
- Better user ratings and higher sales/checkouts
- Advertise and socialize more to increase in sales



THANK YOU!