





The BookStore Insights

Amazon's Best-Selling Books 2009-2019

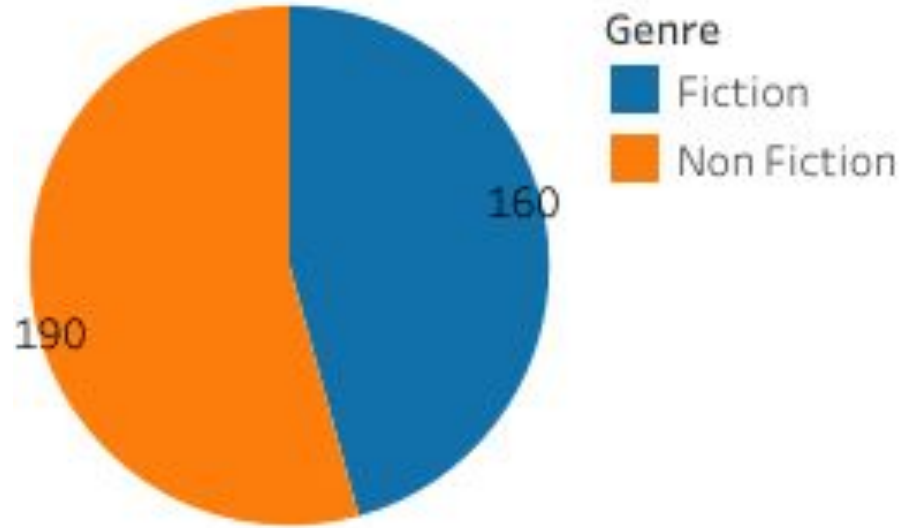
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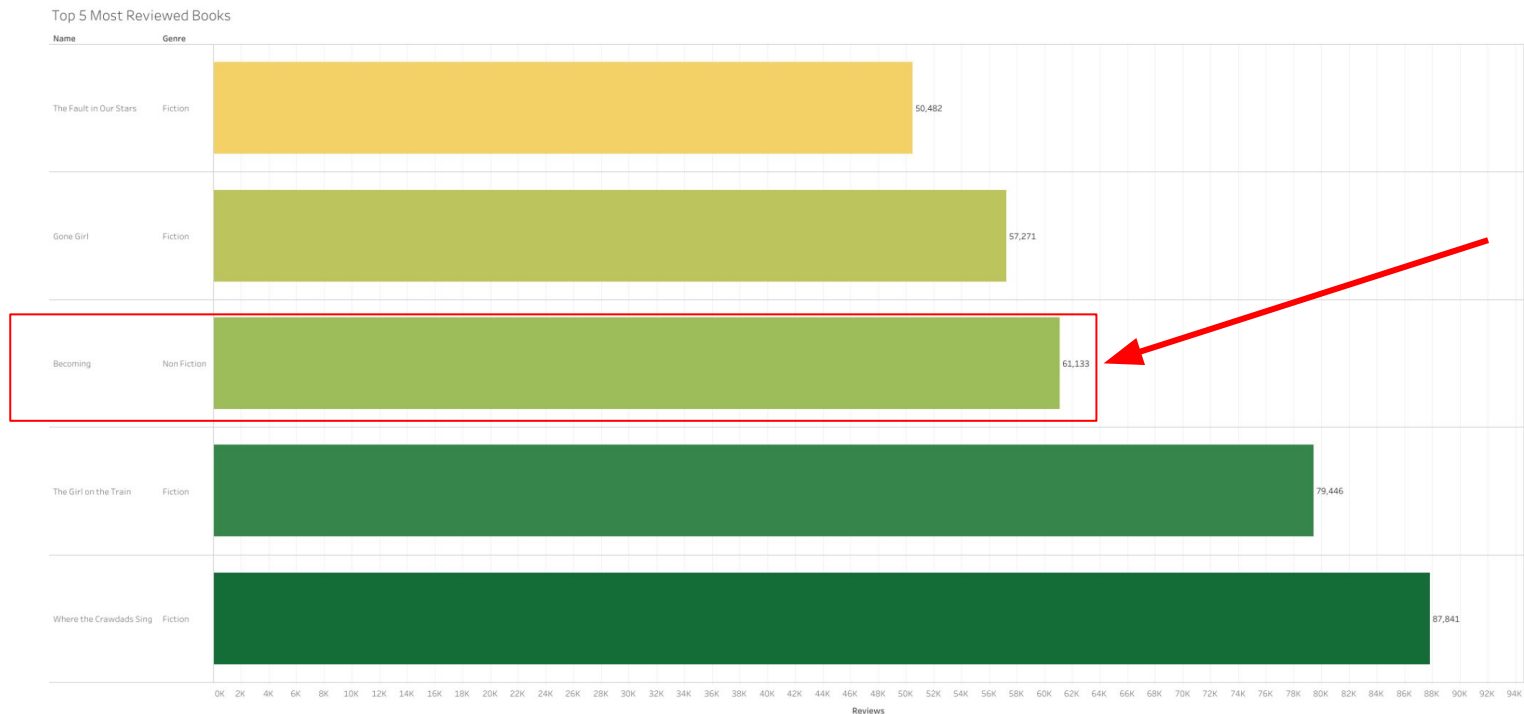
Business Summary

- **Insights** through **Amazon's Best-Selling Books 2009-2019** to prepare The BookStore's launch in early 2020.
- A few key notes:
 - **Nonfiction** titles “**appear**” **more popular** among Amazon users.
 - **Nonfiction** user **overall ratings were higher** than fiction.
 - **Top-Reviewed Titles and Authors** from 2009-2019 were **primarily fiction**.
- The BookStore needs to **focus on ordering books** that were the **highest-rated, top-reviewed** and from the **best-selling authors** to **ensure they meet demand and popularity**.

Overall, users purchased more Nonfiction titles than Fiction on Amazon's Best-Sellers from 2009-2019

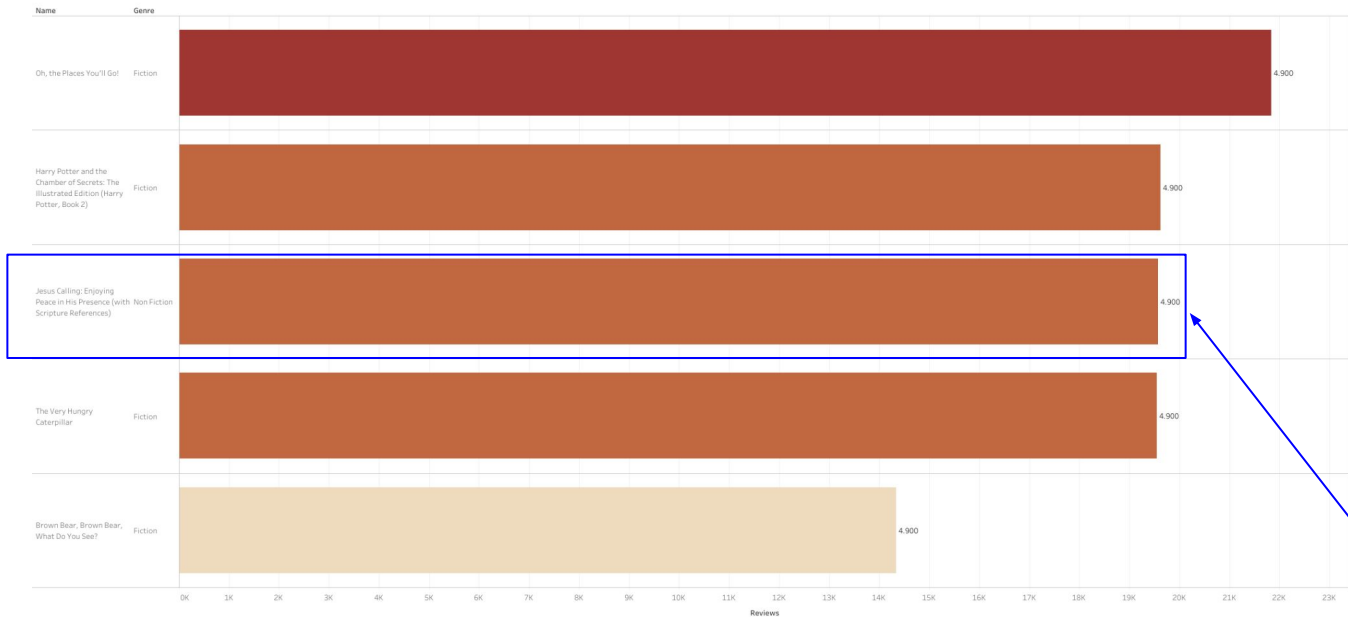


However, the top 5 most reviewed books contain only one nonfiction title



A higher volume of users also rated fiction titles higher than nonfiction

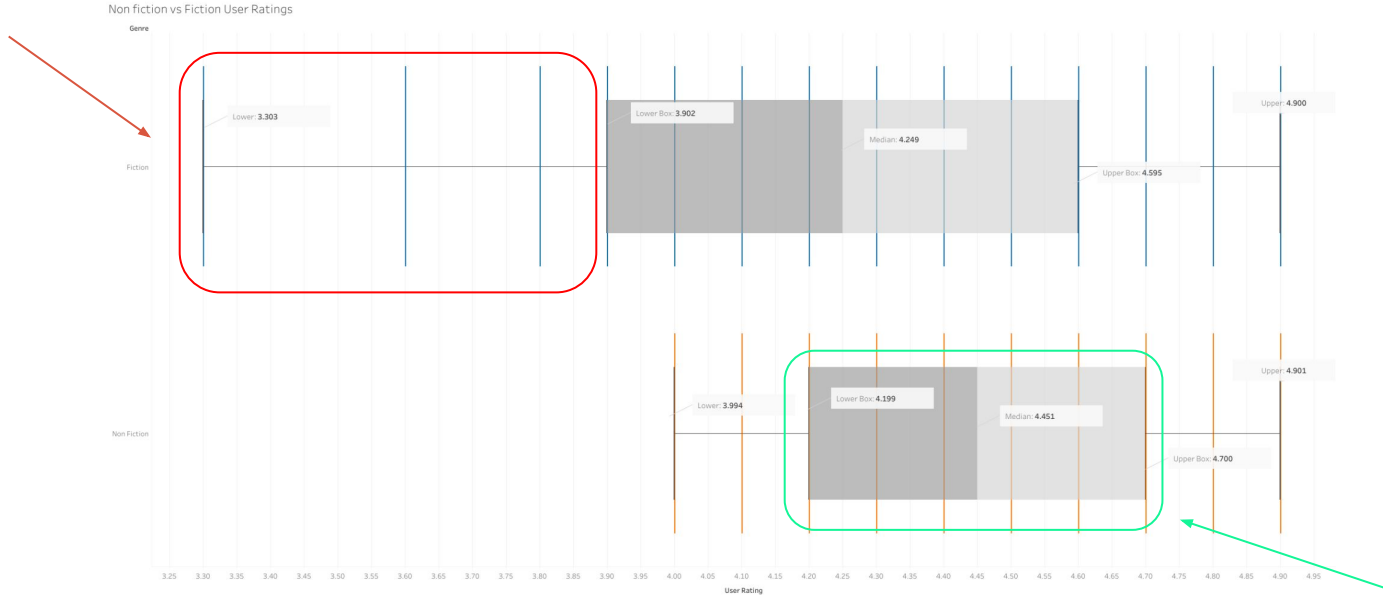
Top 5 Highest Rated Books with Total User Reviews



Potential causes for why fiction titles were rated and reviewed higher:

- There are a **fewer amount** of fictional titles **than nonfiction**.
- Overall there were **larger outliers in fictional Titles** due to lower ratings and reviews.
- While **nonfiction titles were rated and reviewed more** from 2009-2019 through Amazon's Best-Selling Books, Unique Fictional titles like *Oh, the Places You'll Go* and *Where the Crawdads Sing* performed significantly better than any nonfiction title.

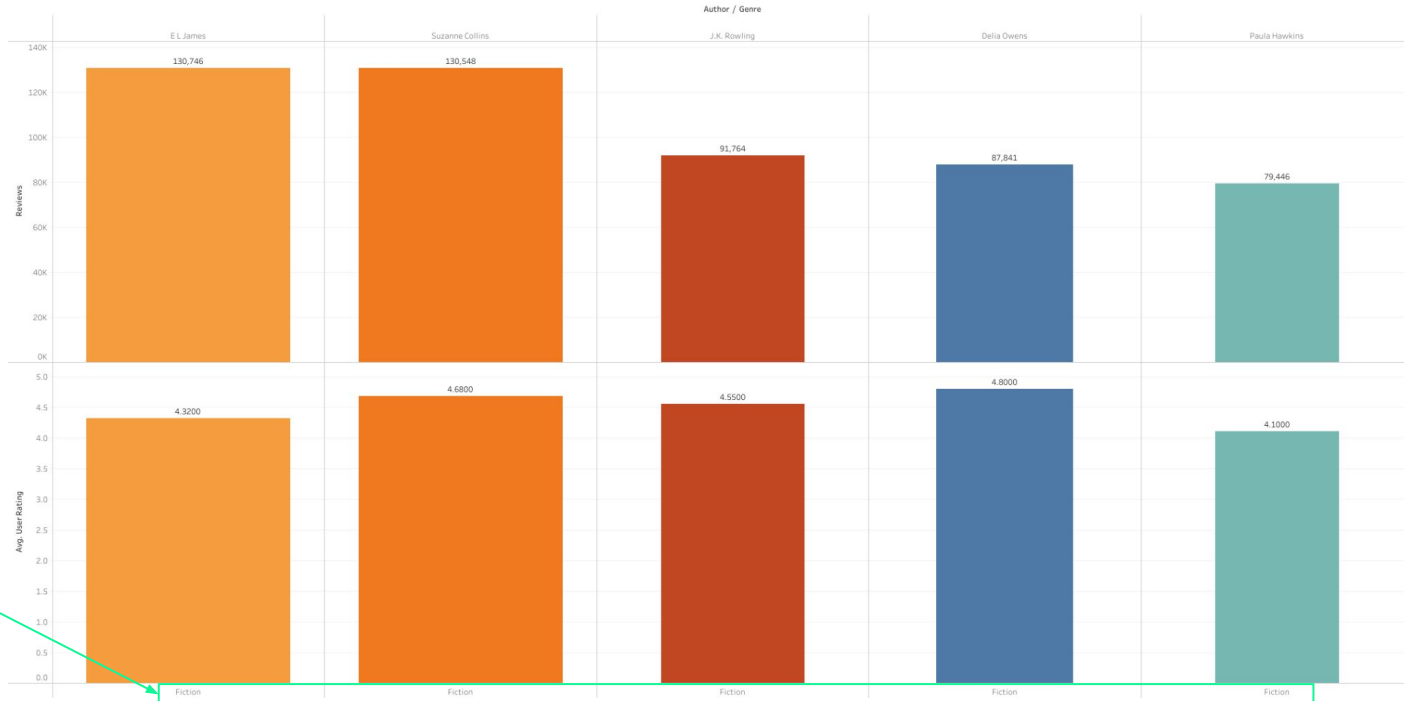
Fiction titles had larger amounts of poorer user ratings



While, nonfiction titles have an overall higher volume of positive user ratings

The most-reviewed authors and their average user-rating

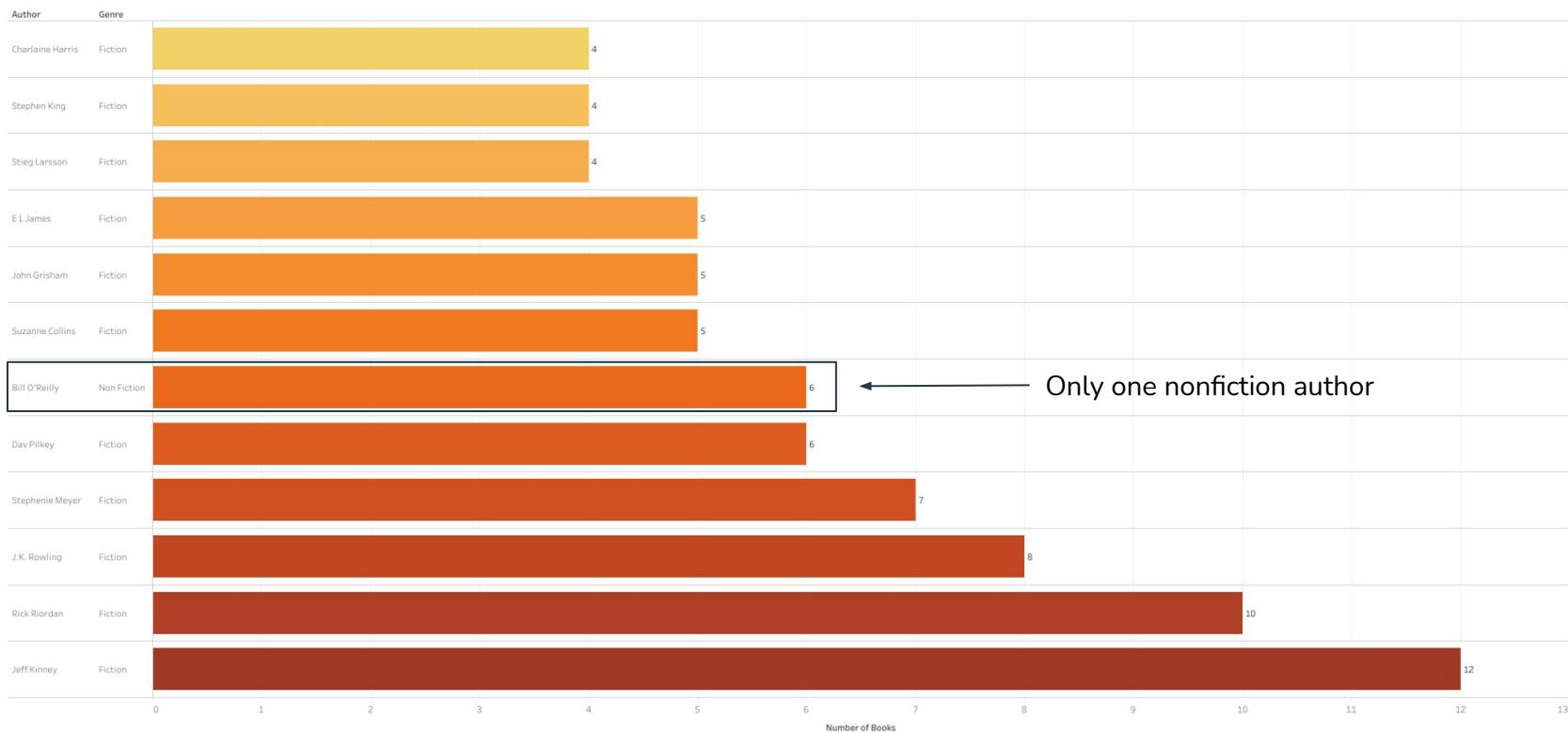
Top 5 Most Reviewed Authors



All Authors here are Fictional Writers.

Top authors with multiple best-selling books

Top 11 Authors with Multiple Best-Selling Books



Key Takeaway

- We have a clear view of which **authors** have the top **best-selling books**.
- We learned that even though **fictional titles** scored **lower overall**, they were **among the top in each category**.
- There are a lot **more nonfiction titles** than fiction.
- **Fiction titles** appeared **more** in the **top charts**.
- **Unique fiction** titles have an **overall higher volume of user-ratings** and **reviews** than nonfiction titles.

Works Cited

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