

Best Sellers in Books

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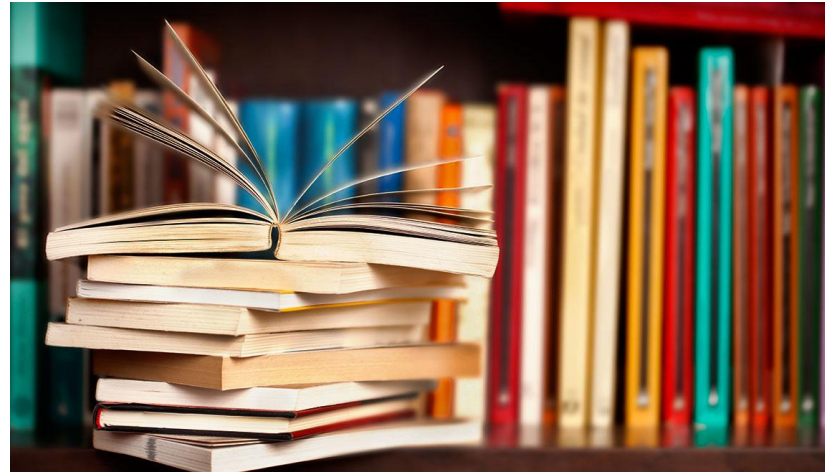
TEAM 9



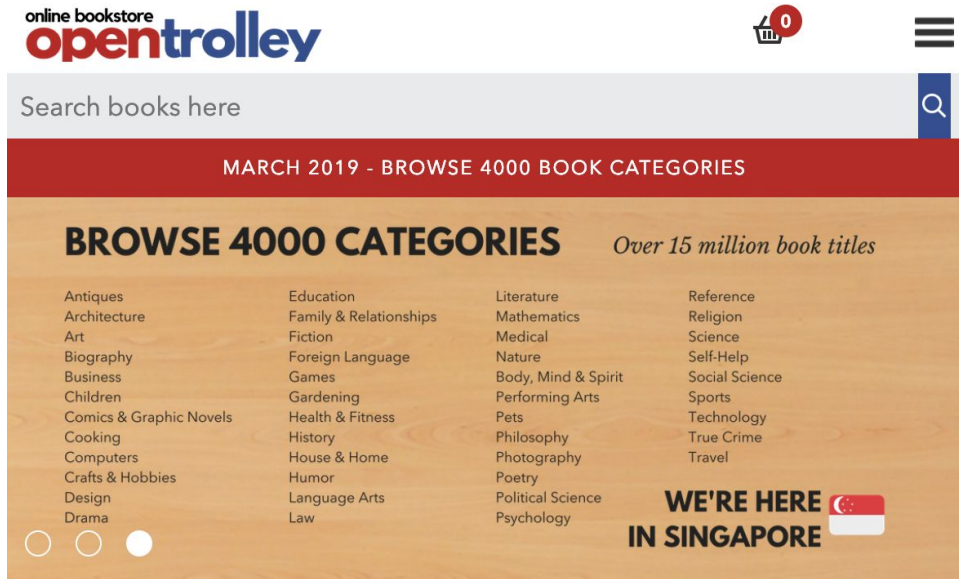
1. Motivation
2. Data Scrapping
3. Analysis
4. Conclusion

Motivation

- What are the trends in best selling books.
- Get insight on what drive book price
- How are discounts given by the seller



Data Scraping



- Singapore Books Selling Website
- Each best seller category has been updated this February.
- Among all the categories we picked 14 which had the most books.

<https://opentrolley.com.sg/Home.aspx>

Data Scraping



20% Off

Catholic Student Bible-NABRE

by World Catholic Press
(Paperback - English - 9780529064844)

Uniquely American, this popular translation is the easiest to understand Catholic edition of the Bible. This modern translation was prepared by over 50 scholars to capture the thought and individual style of the inspired writers while still making this translation easy to use for all ages. The New American Bible is the perfect Bible for your Catholic family and friends, and these editions from Catholic World Press will make perfect gifts. It's the official Catholic Bible -- as authorized by the Bishop's Committee of Christian Doctrine. Special versions of the official Catholic translation with features for students and gift giving. Concise, authoritative notes. Revis...

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RESTOCKING

~~\$5-25-63~~
\$5-20-47

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Premium Value Slimline Bible-NLT-Large Print Cross

by Tyndale
Imitation Leather - English - 9781496413864

The Premium Value line of NLT Bibles delivers top quality at a great price, featuring the exclusive Life Application Life Topics Index and the One Year Reading Plan. The Bible's deluxe TuTone, long-lasting LeatherLike cover with fine Bible paper, gilded edges, a Smyth-sewn binding, ribbon marker, maps, and a presentation page make it perfect for personal use or gift-giving. Now available in an attractive sienna LeatherLike cross design. br br The New Living Translation is an authoritative Bible translation, rendered faithfully into today's English from the ancient texts by 90 leading Bible scholars. The NLT's scholarship and clarity breathe life into even th...

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Premium Value Slimline Bible-NLT-Large Print Cross

By Tyndale

Imitation Leather - English

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The Premium Value line of NLT Bibles delivers top quality at a great price, featuring the exclusive Life Application Life Topics Index and the One Year Reading Plan. The Bible's deluxe TuTone, long-lasting LeatherLike cover with fine Bible paper, gilded edges, a Smyth-sewn binding, ribbon marker, maps, and a presentation page make it perfect for personal use or gift-giving. Now available in an attractive sienna LeatherLike cross design.

The New Living Translation is an authoritative Bible translation, rendered faithfully into today's English from the ancient texts by 90 leading Bible scholars. The NLT's scholarship and clarity breathe life into even the most difficult-to-understand Bible passages—but even more important are stories of how people's lives are changing as the words speak directly to their hearts.

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\$5-29-89

Promo ends 15 March 2019 - 20% off all books under \$90 + 15% off all other books + free delivery*

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ADDITIONAL INFO

ISBN	: 1496413865
EAN	: 9781496413864
Publisher	: TYNDALE HOUSE PUBL
Publication Date	: 01/03/2016
Pages	: 1104
Dimension	: 24.13cm x 16.51cm x 3.05cm
Age Group	: NA to NA
Grades	: Not Applicable to Not Applicable
Lexile Level	: 0
Award	:
About Author	:



20% Off

The Message Ministry Edition

by Peterson, Eugene H.
(Paperback - English - 9781600065941)

Increase your ministry's impact with The Message Ministry Edition. At this great low price, churches and ministries can give it away to guests, small groups, and Sunday school classes. br br New Bible readers will relate to The Message's thoughtful language. Lifelong believers will be surprised by its deep insights. Offer everyone a Bible they'll enjoy reading. br br They can give even deeper insights.

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\$5-13-24

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Method: Request package + XPath to scraping data from the HTML document

Data Cleaning

Raw data:

name	author	price	original price	pages	publisher	publish type	publish date	available numbers	detail_url
['Catholic Student Bible-NABRE']	['\n\nWorld Catholic Press']	['17.80']	['22.29']	['1408']	['WORLD BIBLE PUB CO']	['(Paperback - English - 9780529064844)']	['27/05/2011']	['0 copy available']	https://opentrolle
['Premium Value Slimline Bible-NLT-Large Print Cross']	['\n\nTyndale']	['29.89']	['37.42']	['1104']	['TYNDALE HOUSE PUBL']	['(Imitation Leather - English - 9781496413864)']	['01/03/2016']	['3 copies available']	https://opentrolle
['The Message Ministry Edition']	['\n\nPeterson, Eugene H.']	['13.24']	['16.58']	['906']	['NAV PR']	['(Paperback - English - 9781600065941)']	['04/10/2016']	['910 copies available']	https://opentrolle
['Text Bible-NLT-Economy']	['\n\nTyndale']	['11.32']	['14.18']	['810']	['TYNDALE HOUSE PUBL']	['(Paperback - English - 9781414309477)']	['01/03/2006']	['202 copies available']	https://opentrolle
['KJV Mini Pocket Edition: Zippered Black']	['\n\n']	['23.17']	['29.01']	['0']	['CHRISTIAN ART GIFTS']	['(Imitation Leather - English - 9781432102425)']	['01/10/2012']	[]	https://opentrolle
['Premium Value Slimline Bible-NLT-Large Print Crown']	['\n\nTyndale']	['29.89']	['37.42']	['1104']	['TYNDALE HOUSE PUBL']	['(Imitation Leather - English - 9781496413871)']	['01/03/2016']	['227 copies available']	https://opentrolle
['Journaling Bible-ESV-Flowers']	['\n\nCrossway Bibles']	['61.13']	['76.51']	['1066']	['CROSSWAY BOOKS']	['(Hardcover - English - 9781433548376)']	['30/09/2015']	[]	https://opentrolle
['Haitian New Testament with Psalms-FL']	['\n\nHaitian Bible Society']	['7.67']	['9.61']	['363']	['AMER BIBLE SOC']	['(Paperback - Haida - 9781585169443)']	['01/05/2010']	['103 copies available']	https://opentrolle

Adjustment:

- Drop the unnecessary information
- Deal with the missing data
- Transform the price string into numbers
- Use publish year instead of the exact day
- Add the category tag

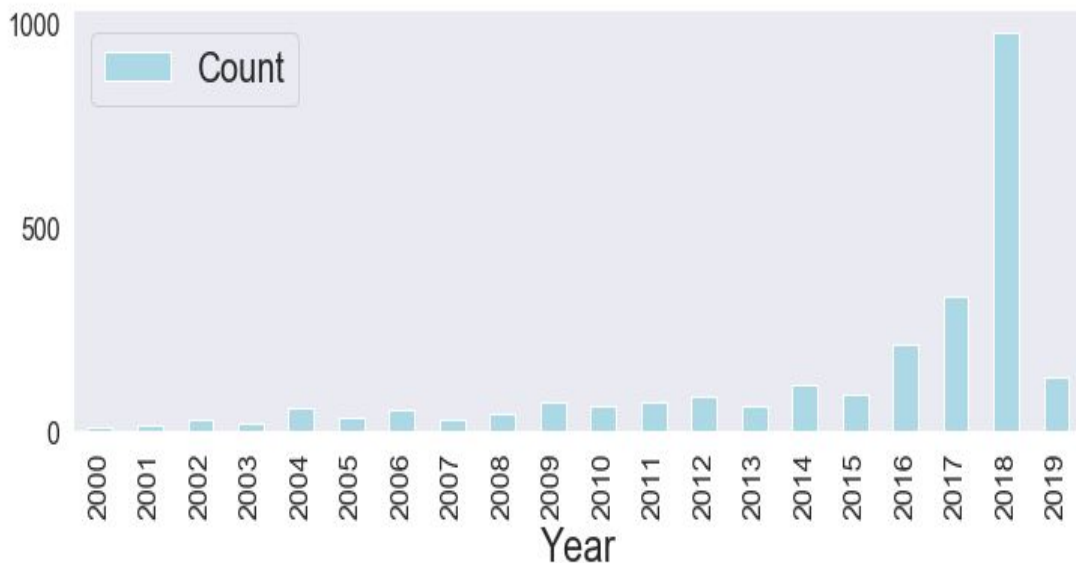
Data Cleaning

Data after preprocessing:

- 14 Categories
- 190 in each Category
- 2660 items in total
- Each item have 11 features

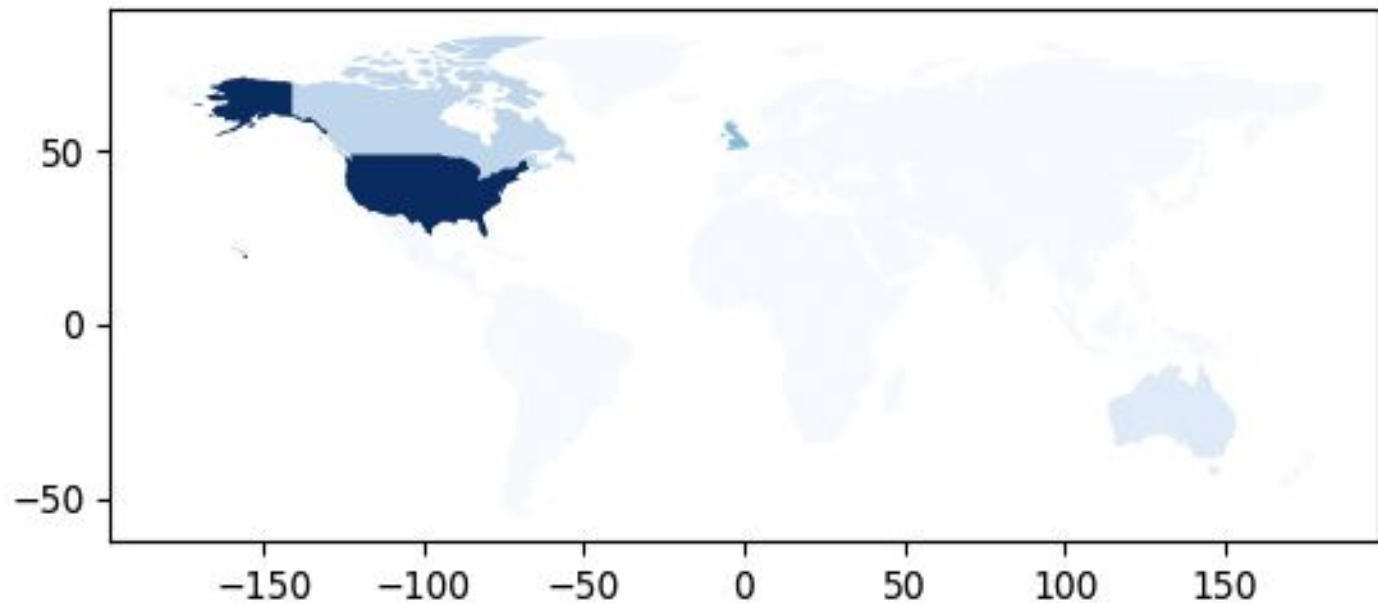
	name	author	price	original price	pages	publisher	publish type	available numbers	Category	publish year	publish month
0	['The Whole Smiths Good Food Cookbook: Whole30...	\nSmith,Michelle	48.36	56.97	288	['HOUGHTON MIFFLIN ']	Hardcover	21	Cooking	2018	06
1	['Delish: Eat Like Every Day's the Weekend']	\nEditorsofDelish	50.88	59.93	416	['HOUGHTON MIFFLIN ']	Hardcover	42	Cooking	2018	10
2	['Carla Hall's Soul Food: Everyday and Celebra...	\nHall,Carla	48.35	56.95	336	['HARPER WAVE ']	Hardcover	90	Cooking	2018	10
3	['Great British Bake Off: Big Book of Baking']	\nCollister,Linda	70.85	83.46	320	['BBC BOOKS ']	Hardcover	61	Cooking	2014	09
4	['Tequila Mockingbird: Cocktails with a Litera...	\nFederle,Tim	20.90	25.52	160	['RUNNING PR BOOK PUBL ']	Hardcover	116	Cooking	2013	04
5	['Ottolenghi Simple: A Cookbook']	\nOttolenghi,Yotam	59.63	70.24	320	['TEN SPEED PR ']	Hardcover	82	Cooking	2018	10
6	['The Kitchen Shortcut Bible: More Than 200 Re...	\nWeinstein,Bruce	47.90	56.43	352	['LITTLE BROWN & CO INC ']	Hardcover	20	Cooking	2018	06
7	['Taste of Home Instant Pot Cookbook: Savor 17...	\nTasteofHome	24.52	29.94	256	['READERS DIGEST CHILDRENS ']	Paperback	22	Cooking	2018	09
8	['The Pioneer Woman Cooks: Dinnertime: Comfort...	\nDrummond,Ree	52.24	61.54	400	['WILLIAM MORROW & CO ']	Hardcover	56	Cooking	2015	10
9	['Cook Like a Pro: Recipes and Tips for Home C...	\nGarten,Ina	54.59	64.30	272	['POTTER CLARKSON N ']	Hardcover	435	Cooking	2018	10
10	['The Instant Pot Electric Pressure Cooker Coo...	\nRandolph,Laurel	22.43	27.39	176	['ROCKRIDGE PR ']	Paperback	100	Cooking	2016	04
11	['Cravings: Hungry for More']	\nTeigen,Chrissy	48.35	56.95	256	['POTTER CLARKSON N ']	Hardcover	281	Cooking	2018	09
12	['Cooking for Jeffrey: A Barefoot Contessa Coo...	\nGarten,Ina	53.90	63.49	256	['POTTER CLARKSON N ']	Hardcover	30	Cooking	2016	10
13	['The Cookie Book: Decadent Bites for Every Oc...	\nFirth,Rebecca	31.85	38.90	192	['PAGE STREET PUB ']	Paperback	24	Cooking	2018	09
14	['My Bread: The Revolutionary No-Work, No-Knea...	\nLahey,Jim	54.02	63.63	222	['W W NORTON & CO INC ']	Hardcover	0	Cooking	2009	10

Analysis – Published Year vs Popularity



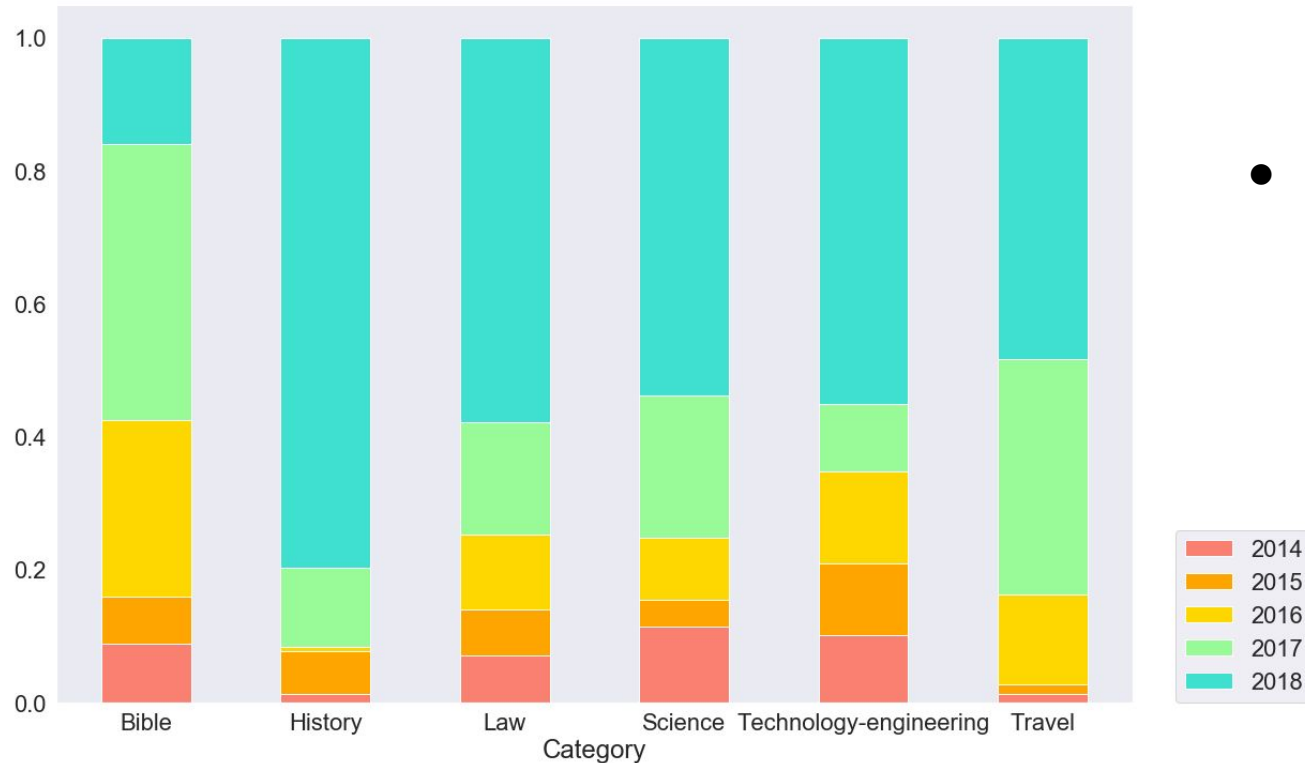
People like new releasing books!

Analysis – Publishers vs Countries



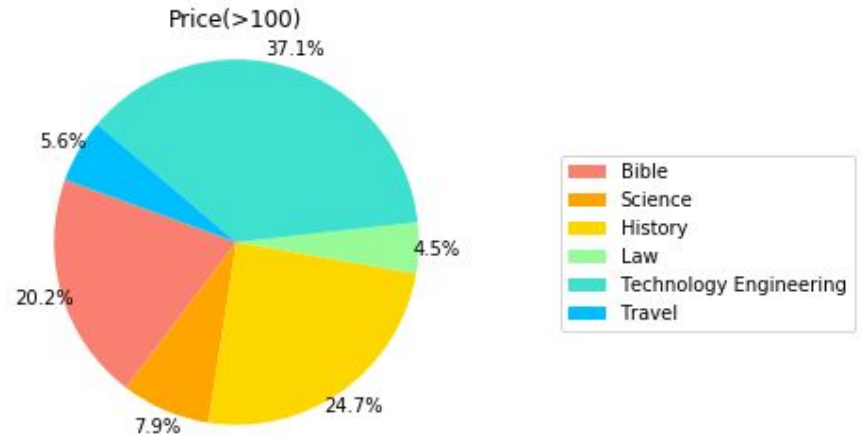
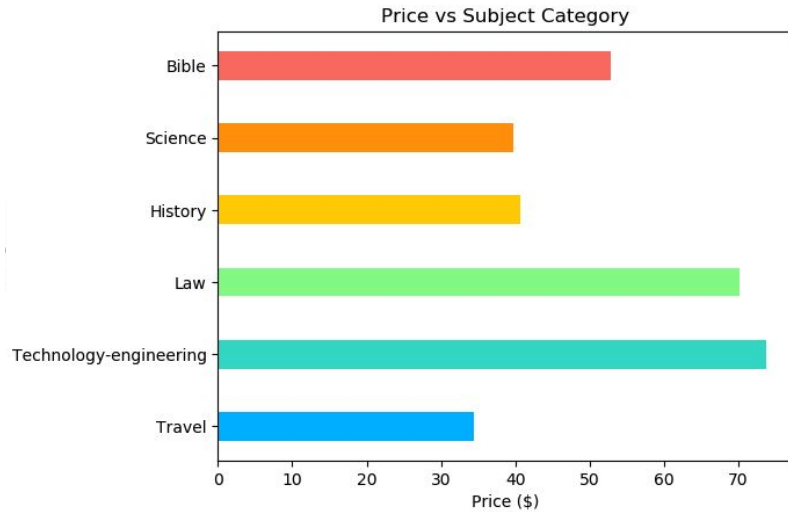
- Dominated by English speaking Countries

Analysis – Category vs Year

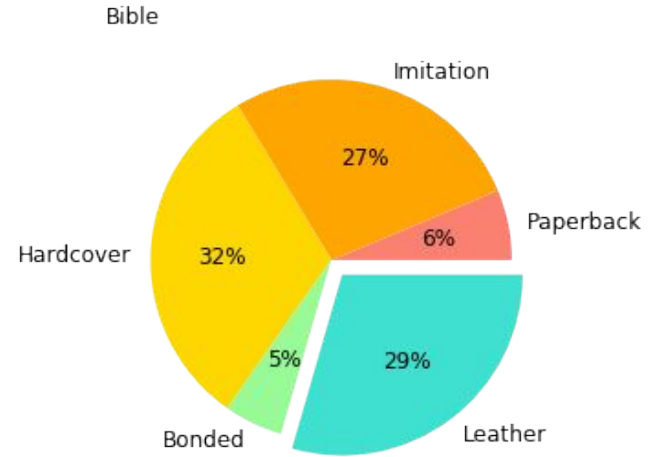
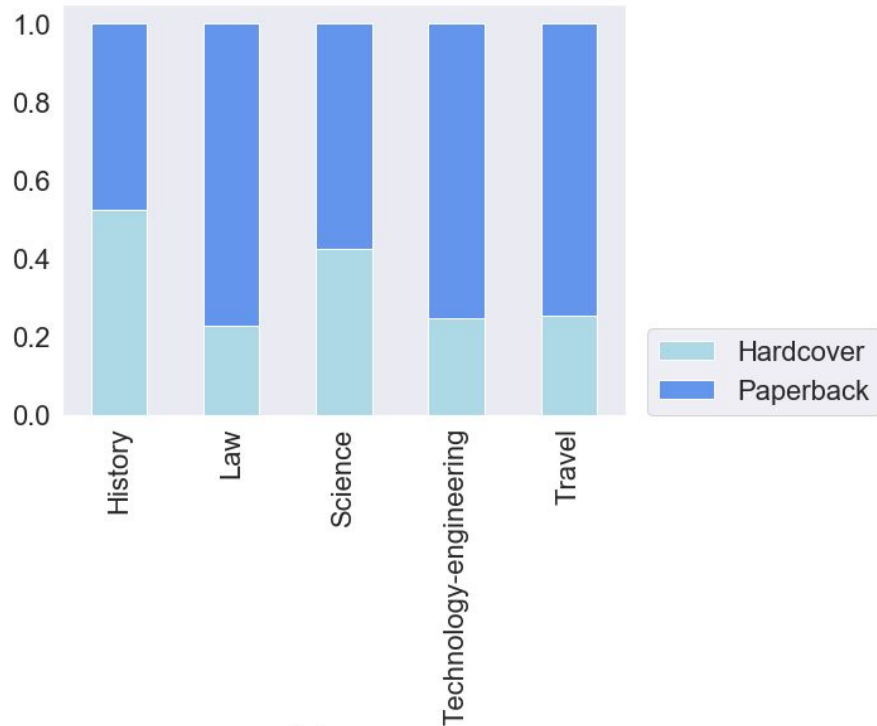


- People tend to buy new version of History books

Analysis – Price vs Category

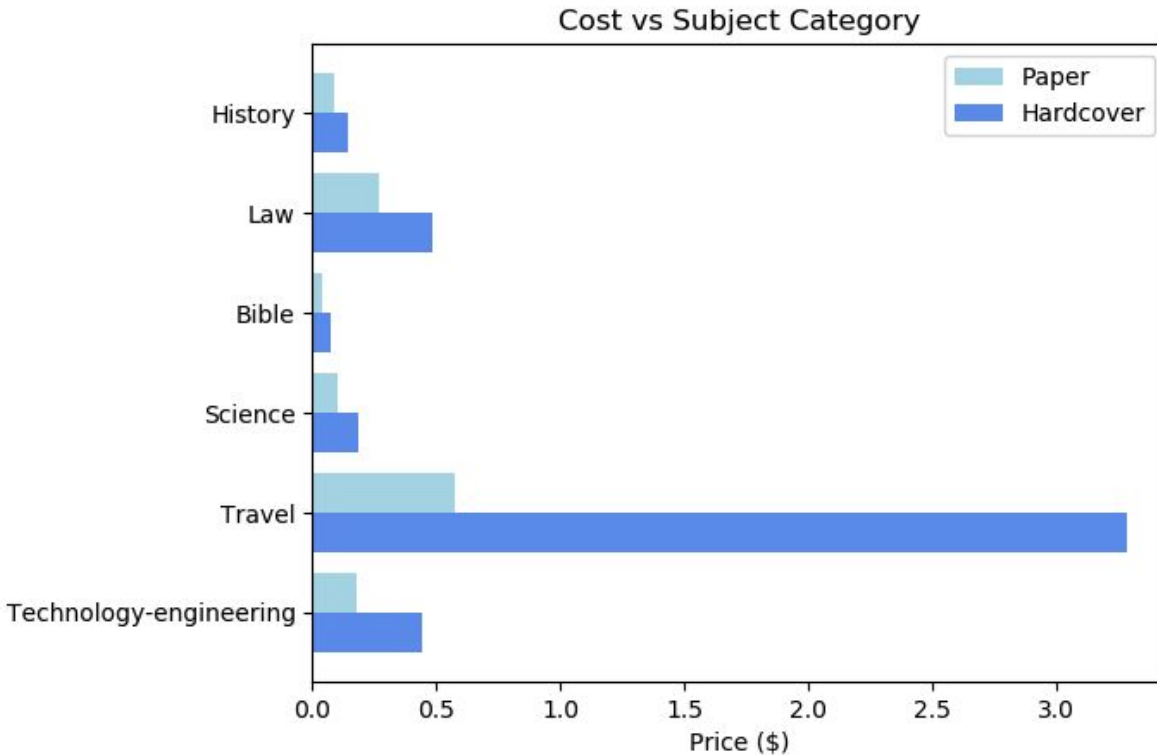


Analysis – Category vs Print Cover Type



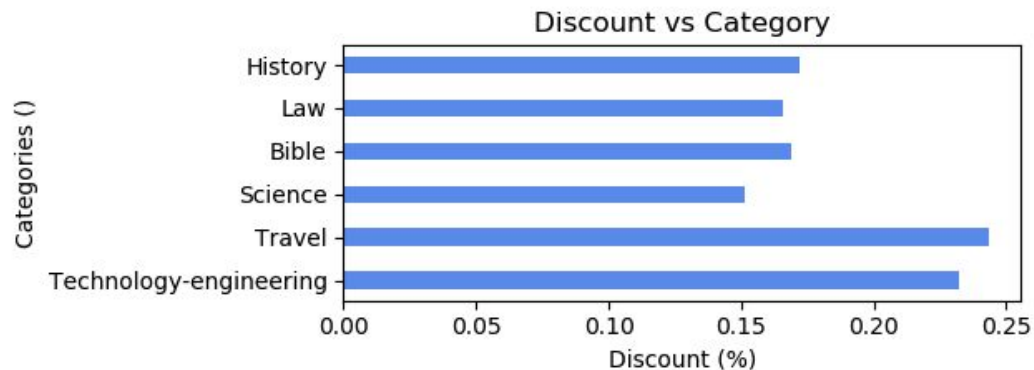
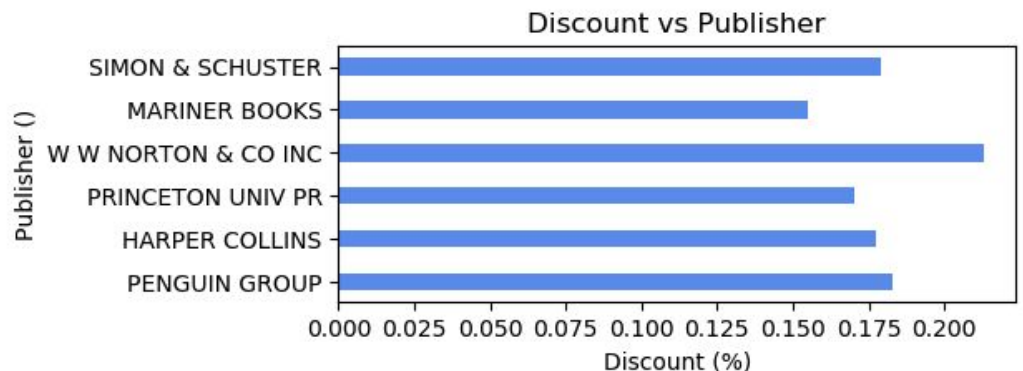
- Bibles are diverse in print cover types, which lead to high prices.

Analysis – Cost vs Subject Category



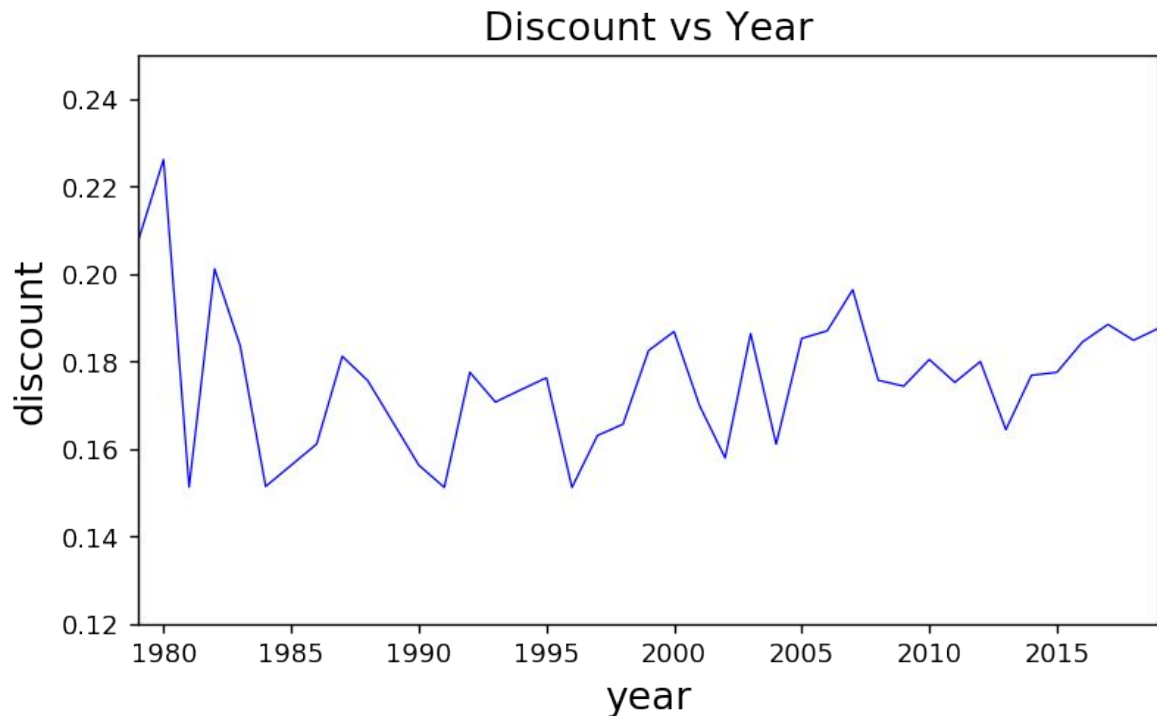
- Travel books cost more to make
- Selling Price is not associated with material cost

Analysis – Discount vs Publisher



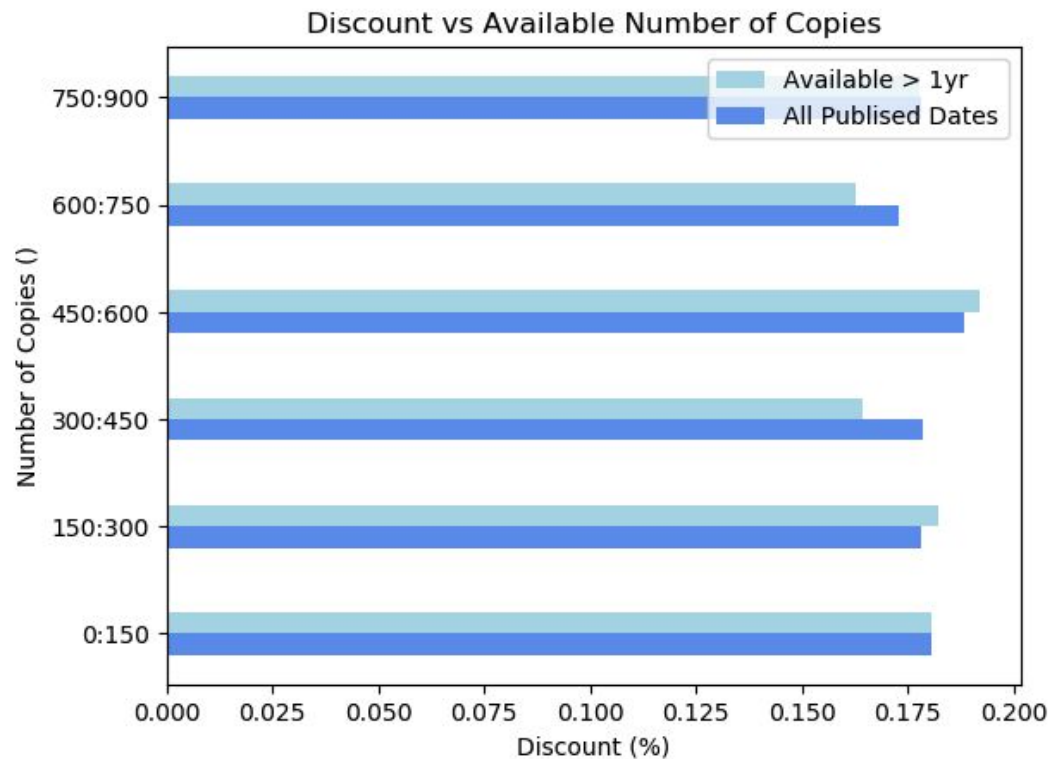
- Discount offer vs publisher seem to be uncorrelated
- Discount vs Categories also seems uncorrelated

Analysis – Discount vs Published Year



- Discount offer vs Published Year
- The discount seems uncorrelated with year before 2008 but becomes stable after 2008

Analysis – Discount vs Available # of copies



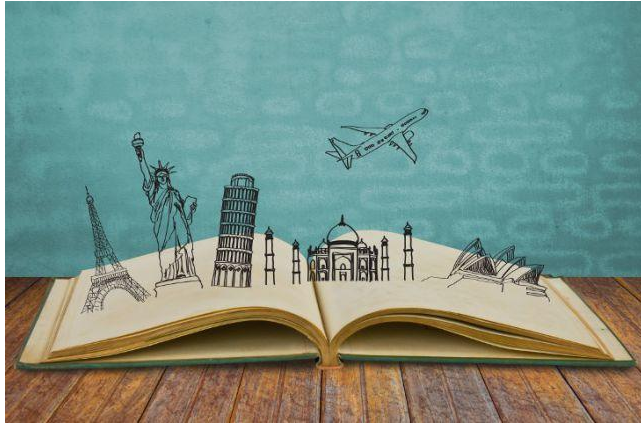
- Discount vs Available number of copies also seems uncorrelated
- Correlation Coeff < 0.02



CONTENT

1. Motivation
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Conclusion



- Cost of material is not the significant driver of price
- Discounts seem to be a marketing strategy