

# The Success of book based on visual and publisher in the digital marketplace



Group-15

## 1 Research Questions

- . How does the publisher’s reputation affect the book’s sales performance, rate and review.
- . How the book’s cover image helps to success across the categories

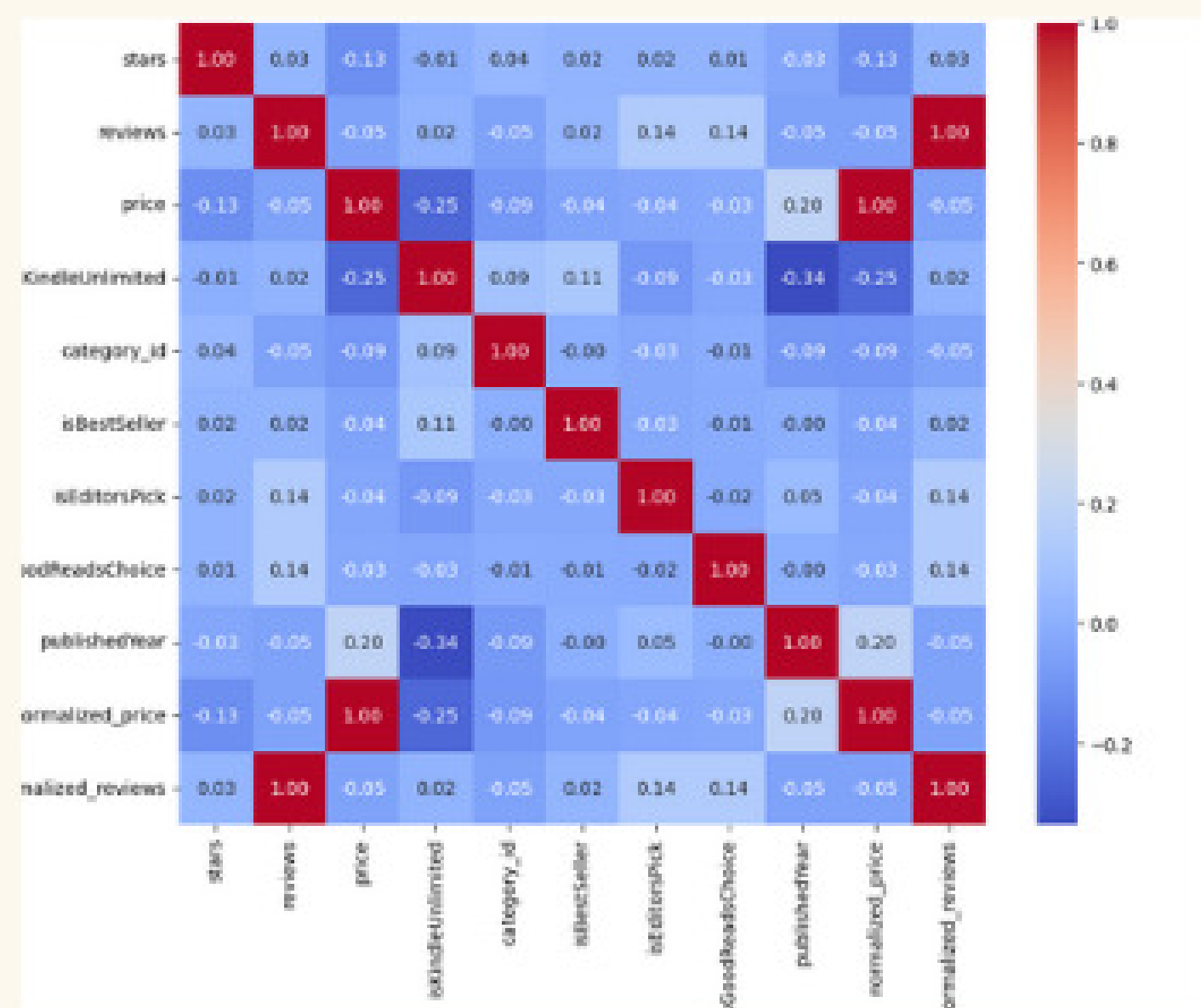
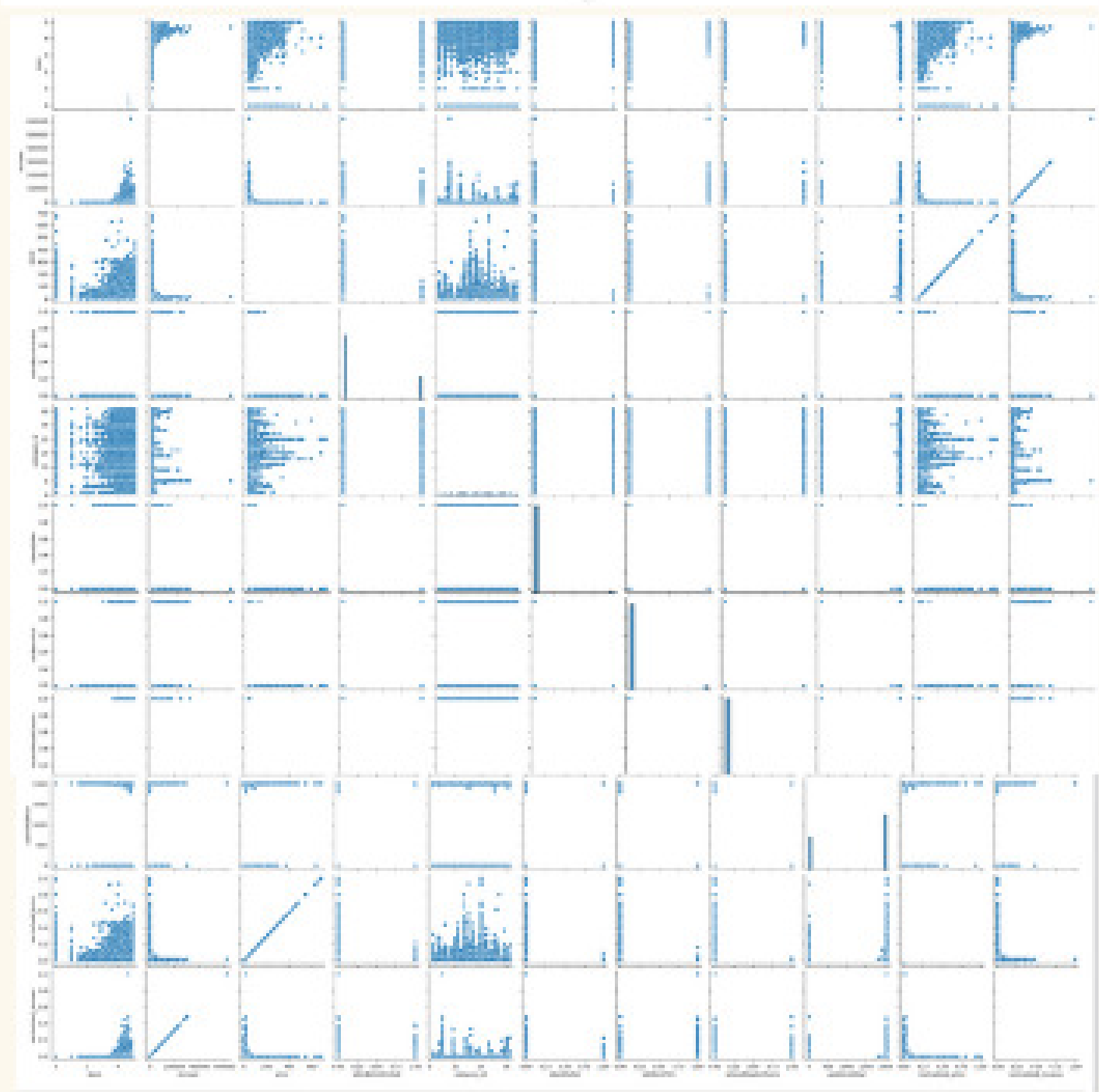
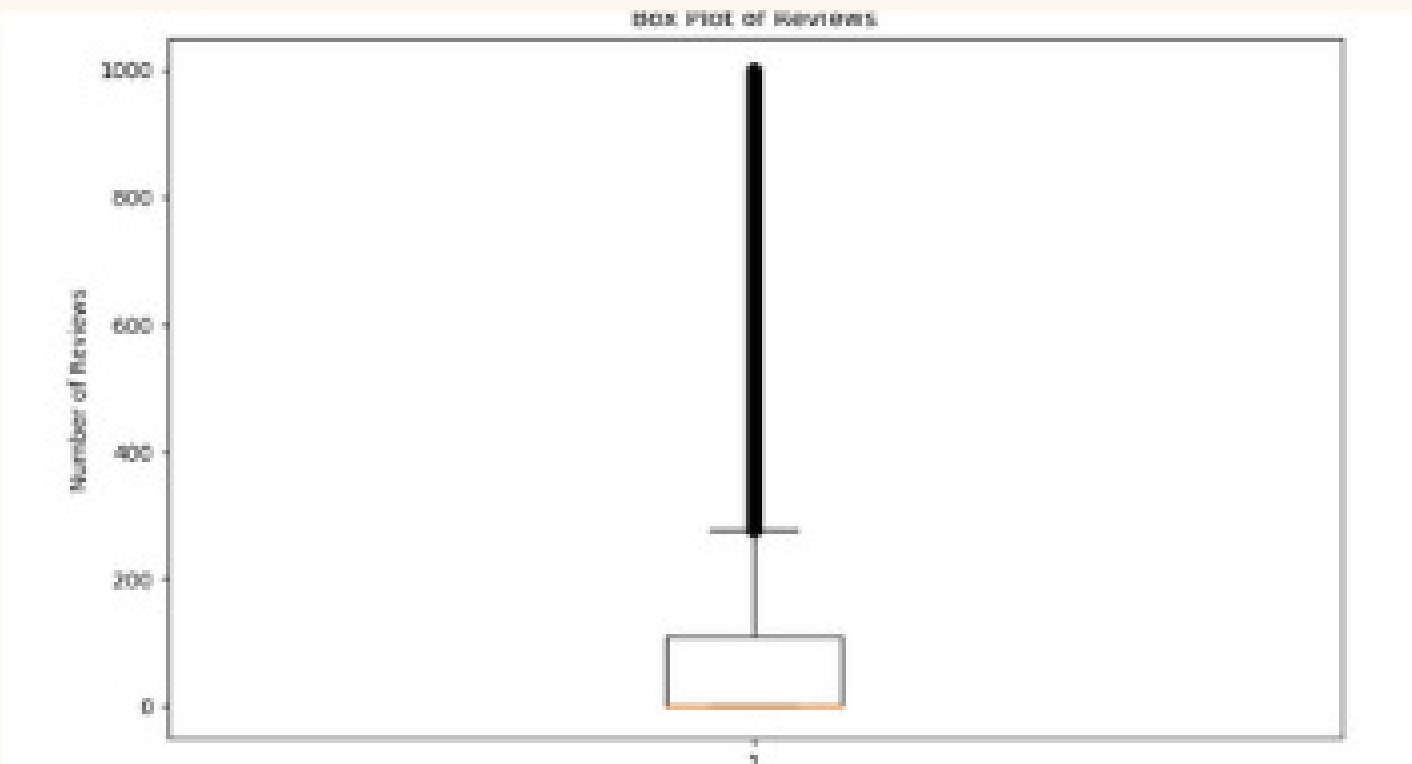
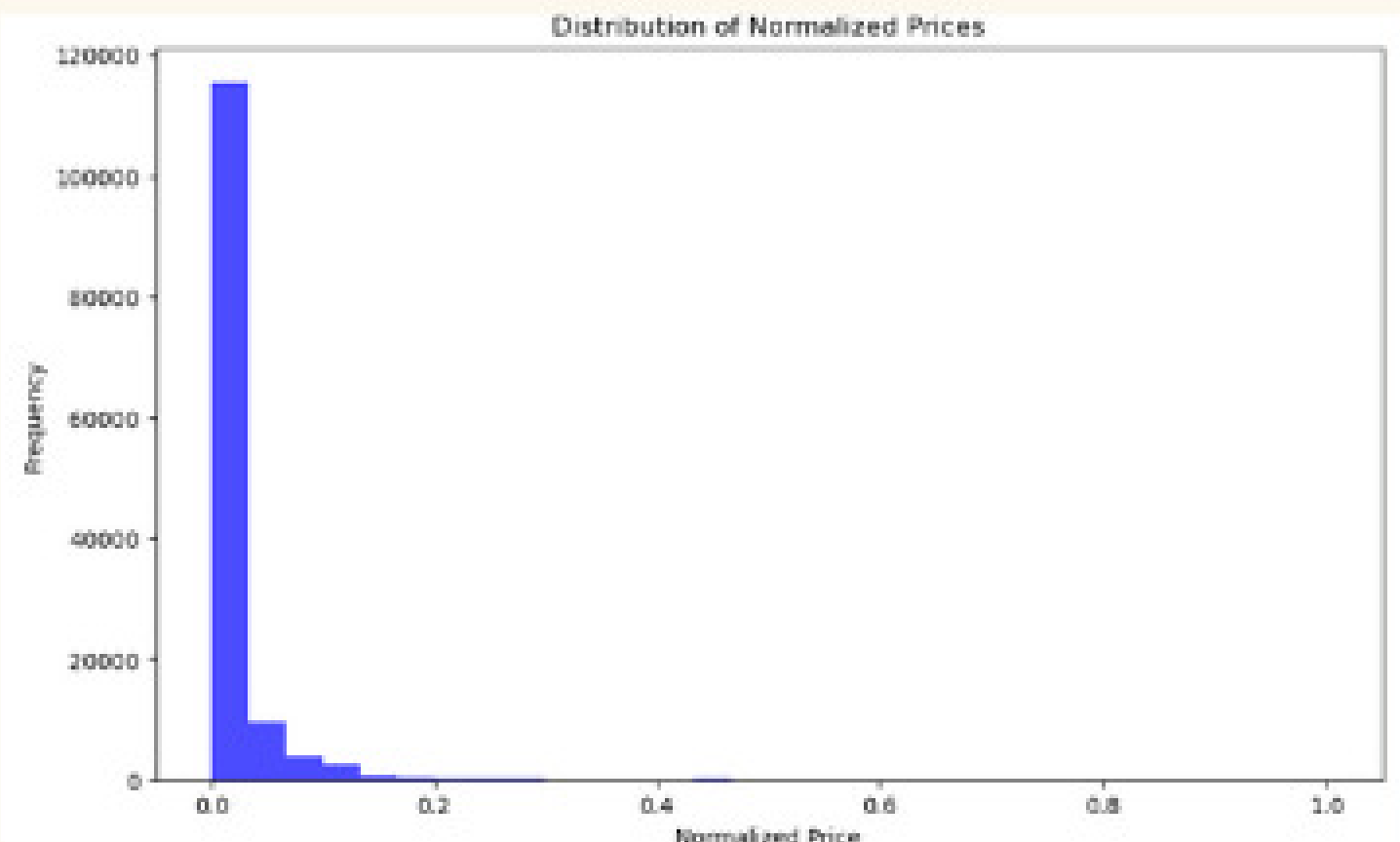
## 2 Objectives

Publisher’s reputation helps to robust the sales and increase the trust among the customers. On the other hand, cover design influence the reader interest and visual appearance. This study indicates their combined impact on sales, review and ratings that helps the authors and publishers to take actionable decision.

## 3 Methodology

- . Analyzing how publisher’s reputation and book’s cover design influence in sales, rating and review.
- . Applying data cleaning, exploratory data analysis, attribute extraction and statistical modeling showed the relationships among them.

## 4 Visuals Area



## 5 Analysis

- . Reputed publisher’s significantly accelerate ratings, sales, review and bestsellers chances.
- . Clear typography and balanced color increase book success.
- . In non-fiction, minimal cover design helps to boost ratings while vibrant design is common in fiction with mixed outcomes.

## 6 Result

Visual appearance of cover design and renowned publisher such as (penguin and HarperCollins) together boost the sales performance, rating of book’s in the digital marketplace. These reputed publisher ensure audience trust, superior marketing resources and high editorial quality which increase the customers confidence. And professional design capture the customer’s attention and convey a sense of reliability

## 7 Conclusion

The analysis of Kindle book dataset provides us some significant factors that influence a book’s success in the digital marketplace. Publisher reputation and cover design are shown significant impact on sales, rating and review. These are strongly correlating with the sales performance and bestseller status. These finding are important for the publisher and investors investing in professional cover designs to maximize a book’s performance so that the publisher and investor can take a proper decision for publishing their books in the digital market place concerning their competitors