

# FICTION — VS — NON-FICTION

Cultural Reading Trends Over the Decade

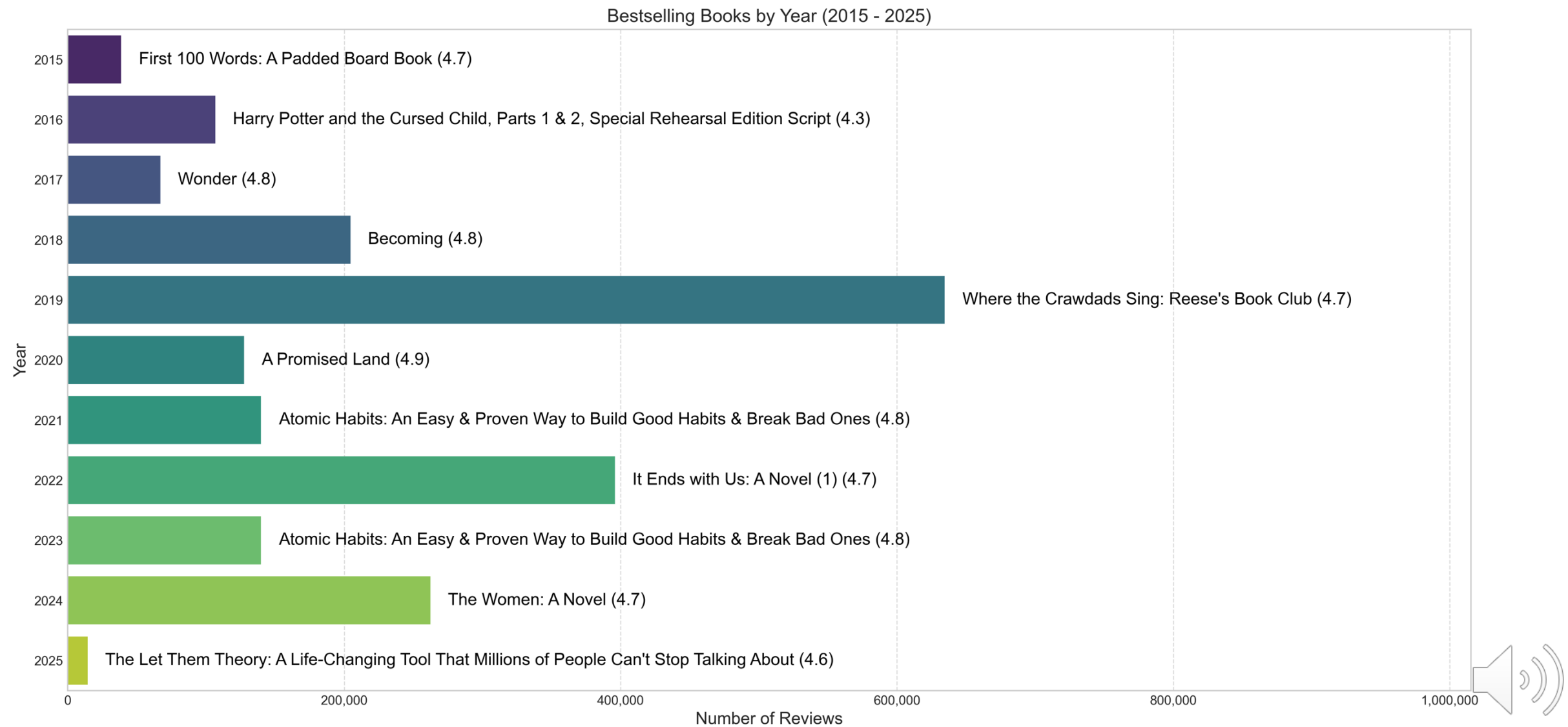


# Overview

- This project begins to analyze the trends for the most popular books, according to Amazon sales, from the year 2015 to 2025.
- There has been exponential growth in the number of book sales on the amazon website ( estimated 787 million books sold last year) , with a big increase in e-book sales since 2020, making it an interesting case for market research.
- Amazon was selected due to the global reach for amazon books and its percentage of the book market across the U.S. (estimated 71% of total readers).
- The goal of this exploratory analysis is to begin to discern trends in the bestsellers list that could aid us into deciding whether to invest resources for a new publishing house.

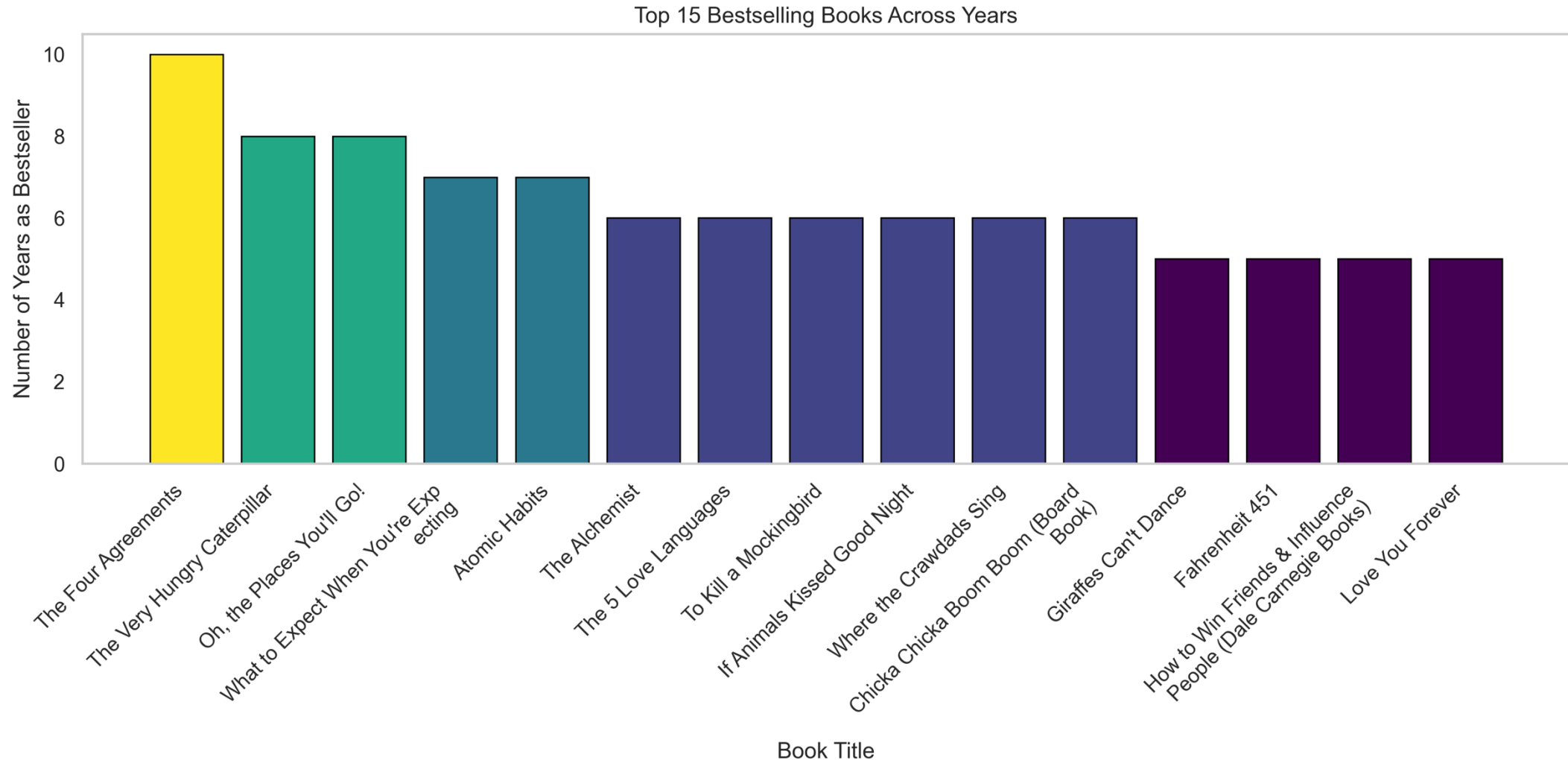


# Let ´s start with an overall look, what titles have been the bestsellers each year ?

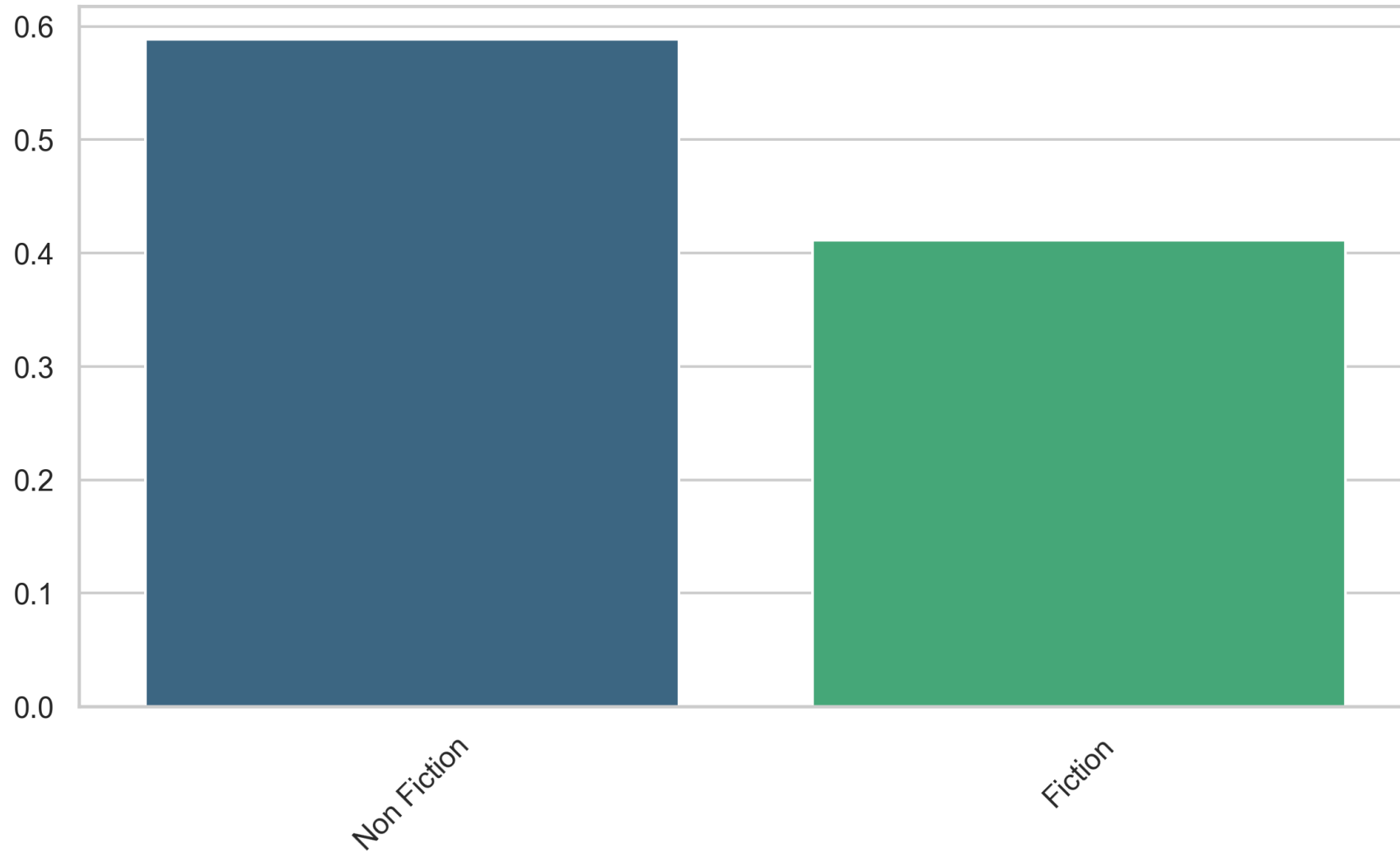


# Now...are these consistent with our overall trend for the last decade?

- “Atomic Habits” reappears as well as “Where the Crawdads Sing”, no other book re-appears on the top 15 list



Then, what 's the percentage distribution of bestsellers?



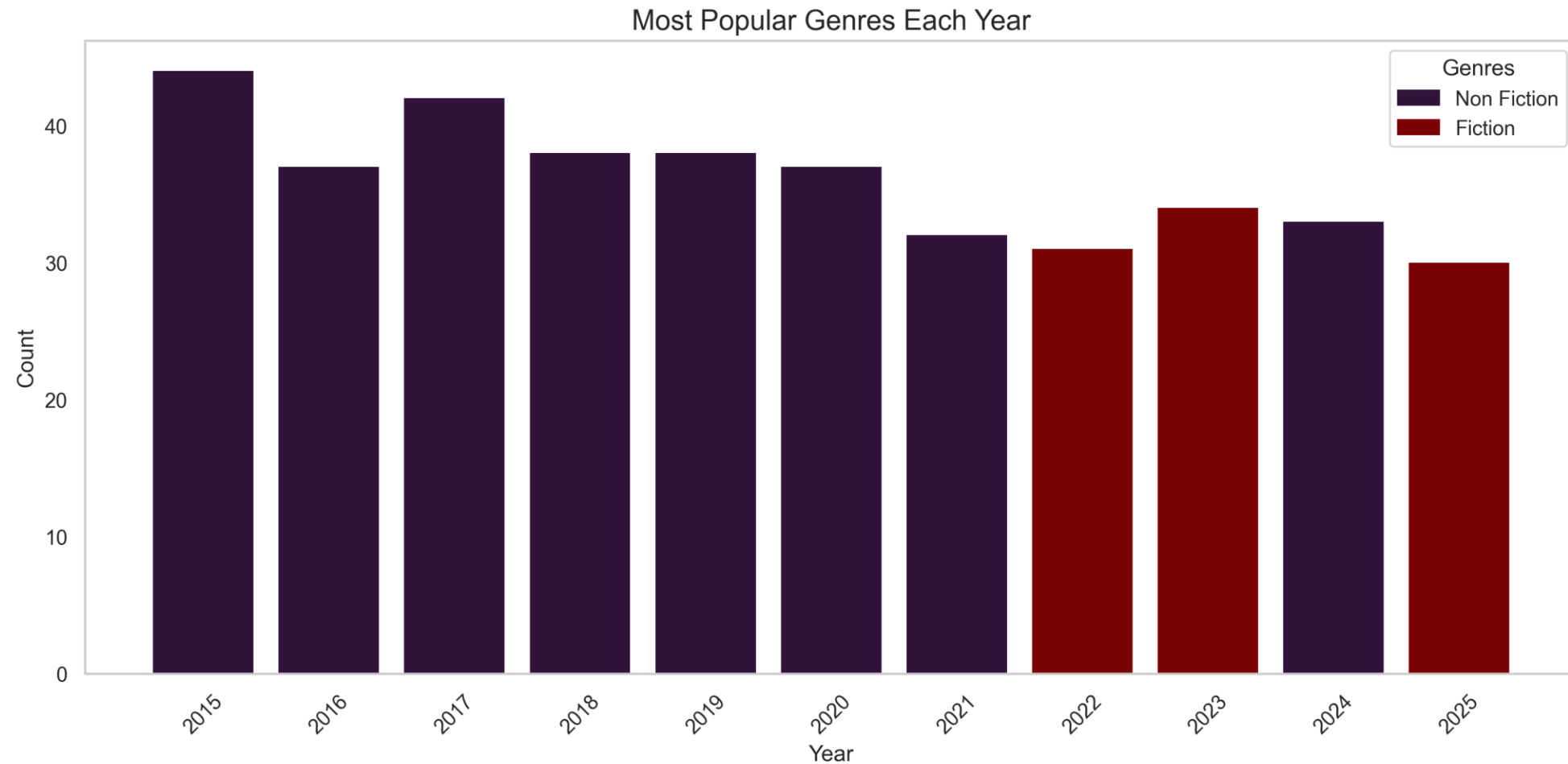
**41% *Fiction***

**59% *Non Fiction***



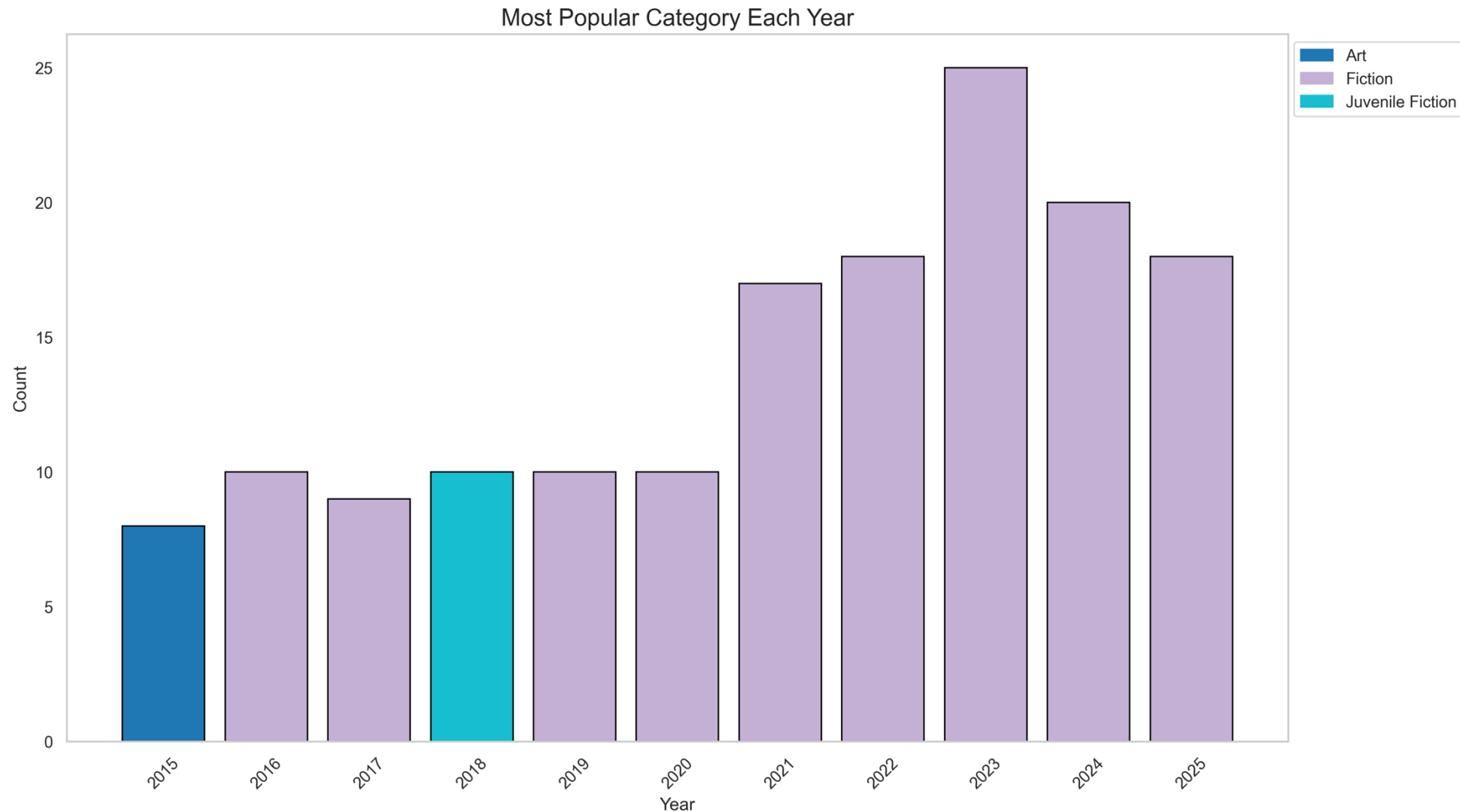
## But if we look at it more closely, what does it look like?

- We have 7 years where Non Fiction is more popular than fiction....

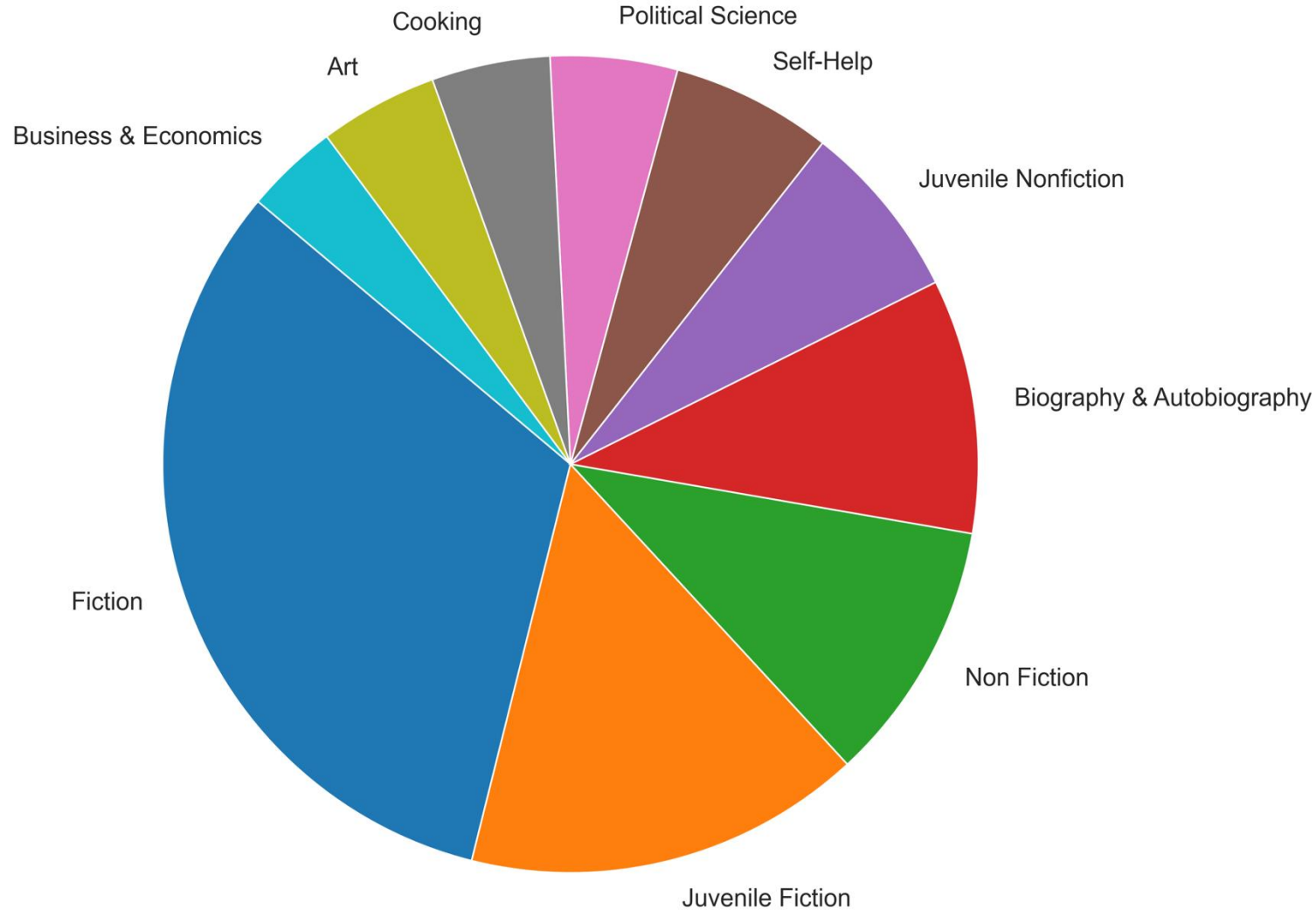


# But then... when we look at the most popular category it's a different story

- Fiction and Juvenile Fiction appear as the most popular overall



# Division of the bestselling categories by book titles



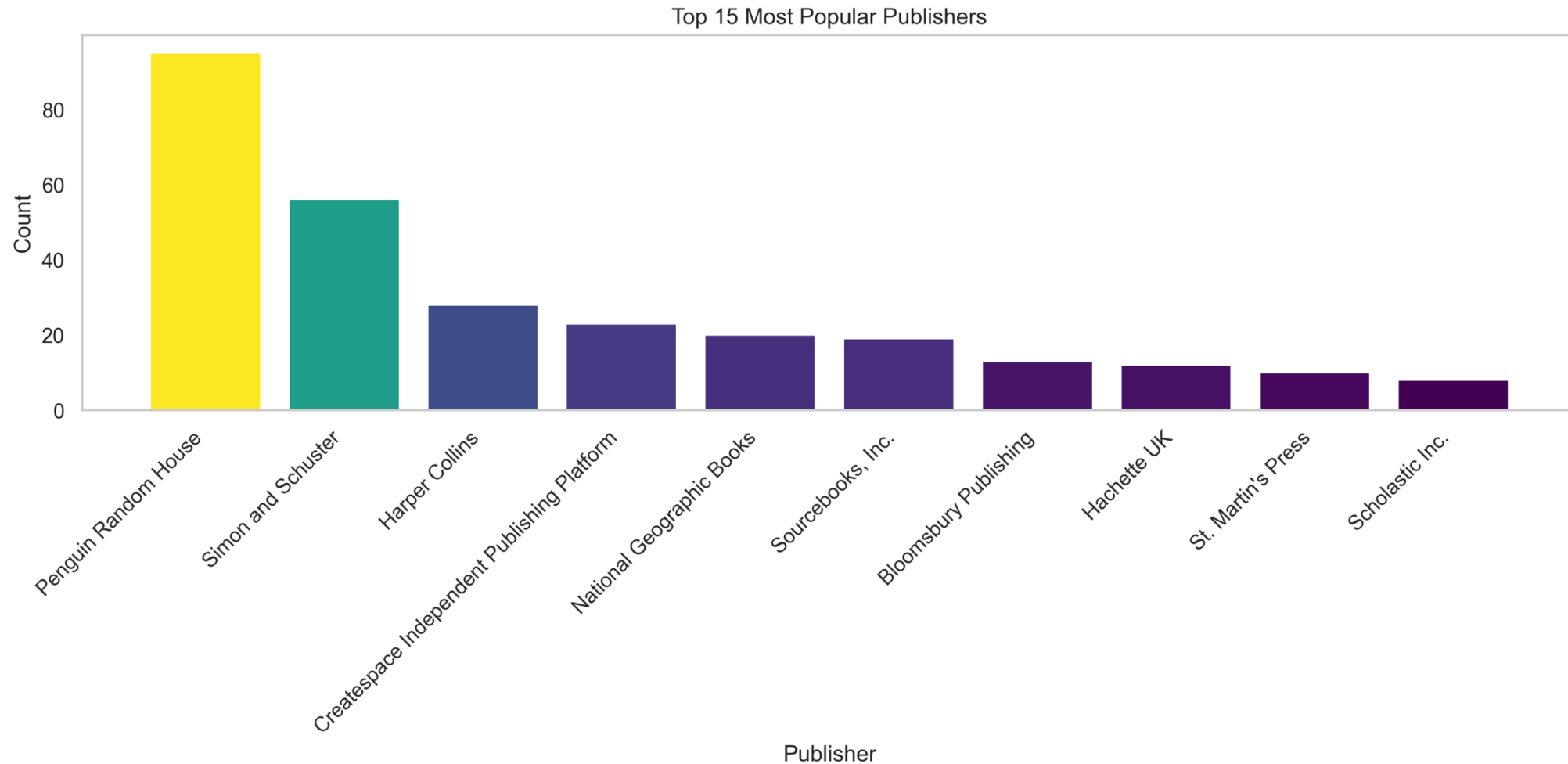
- Fiction / Juvenile Fiction make only half of the total percentage of popular categories



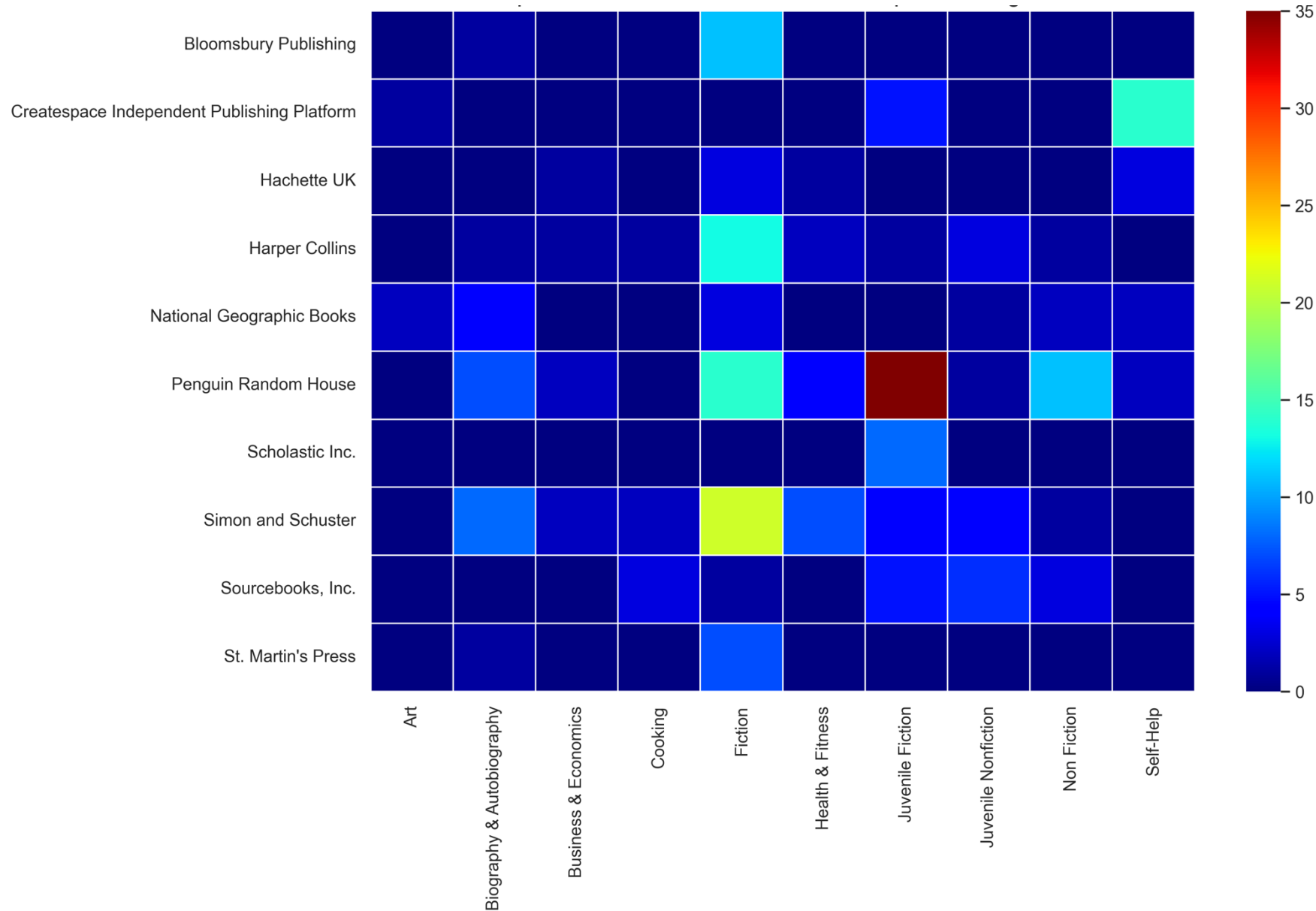


# How those this relate to publishing houses then?

- What have been the most popular publishing houses, with the most amount of bestsellers



# What categories are the most popular?

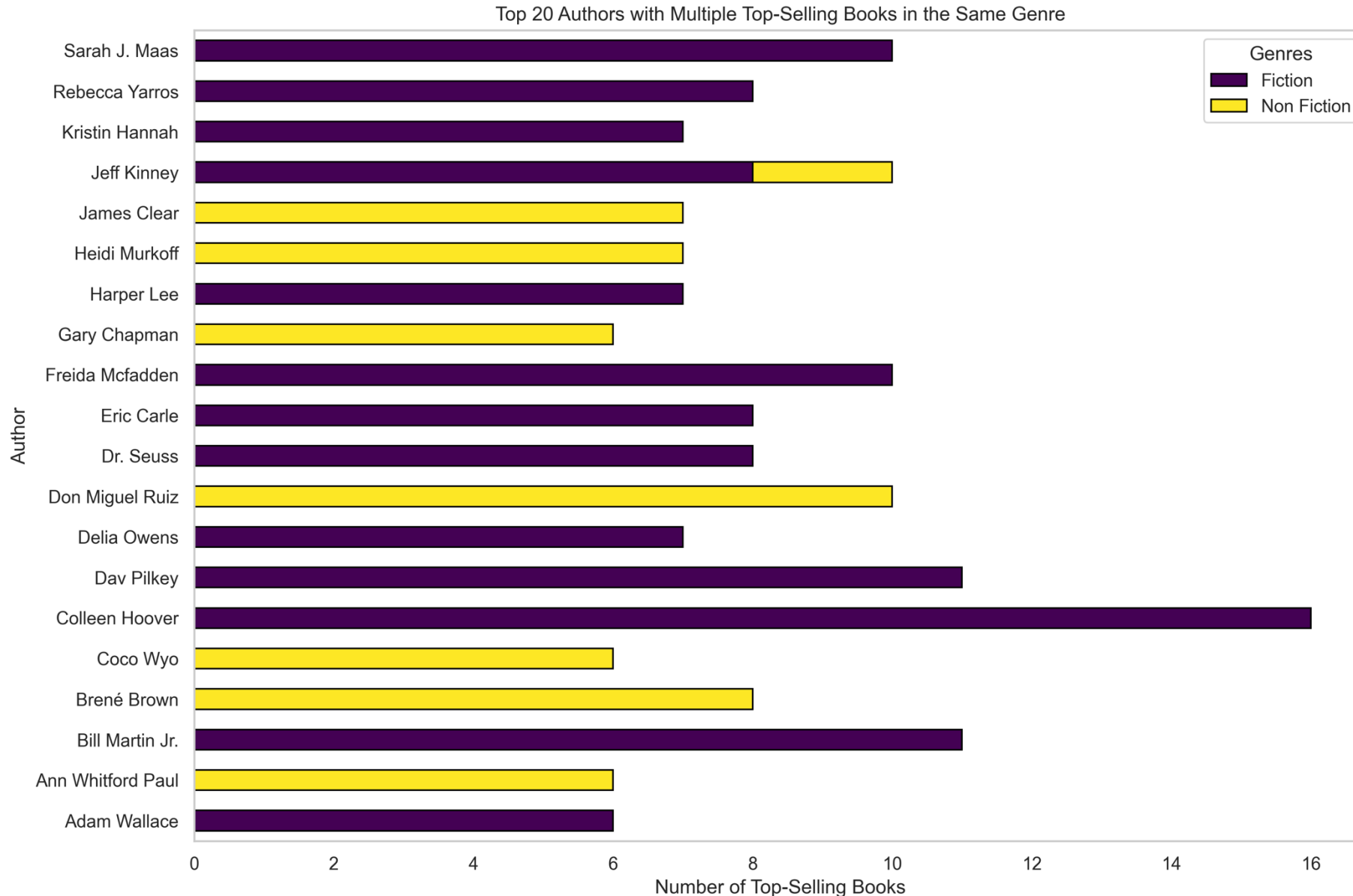


- Fiction and Juvenile Fiction have the highest frequency.
- Juvenile Fiction is isolated to Penguin Random House

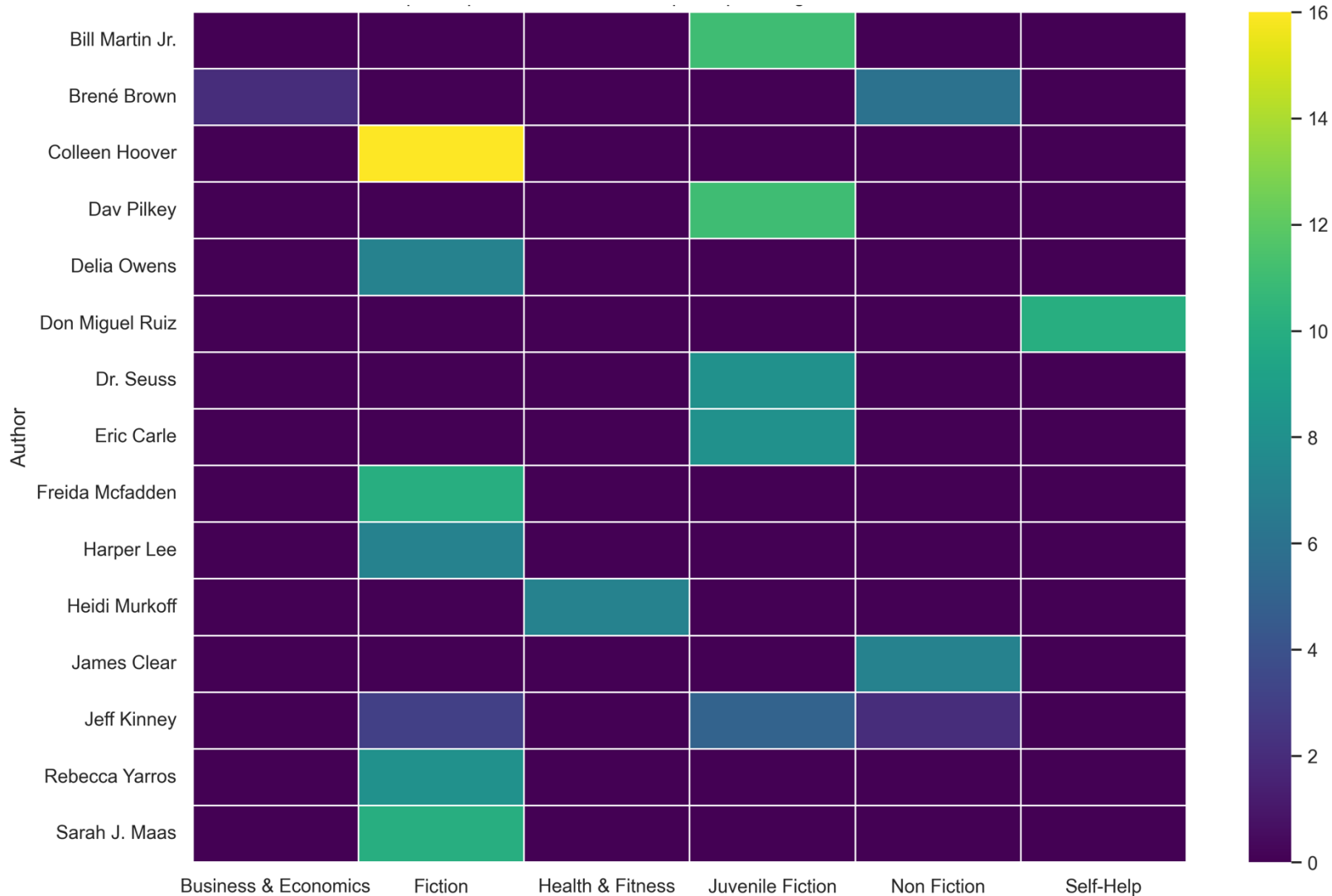


# Who are the best-selling authors with top-selling books across genres?

- Best selling authors are Fiction, but they're only a percentage....



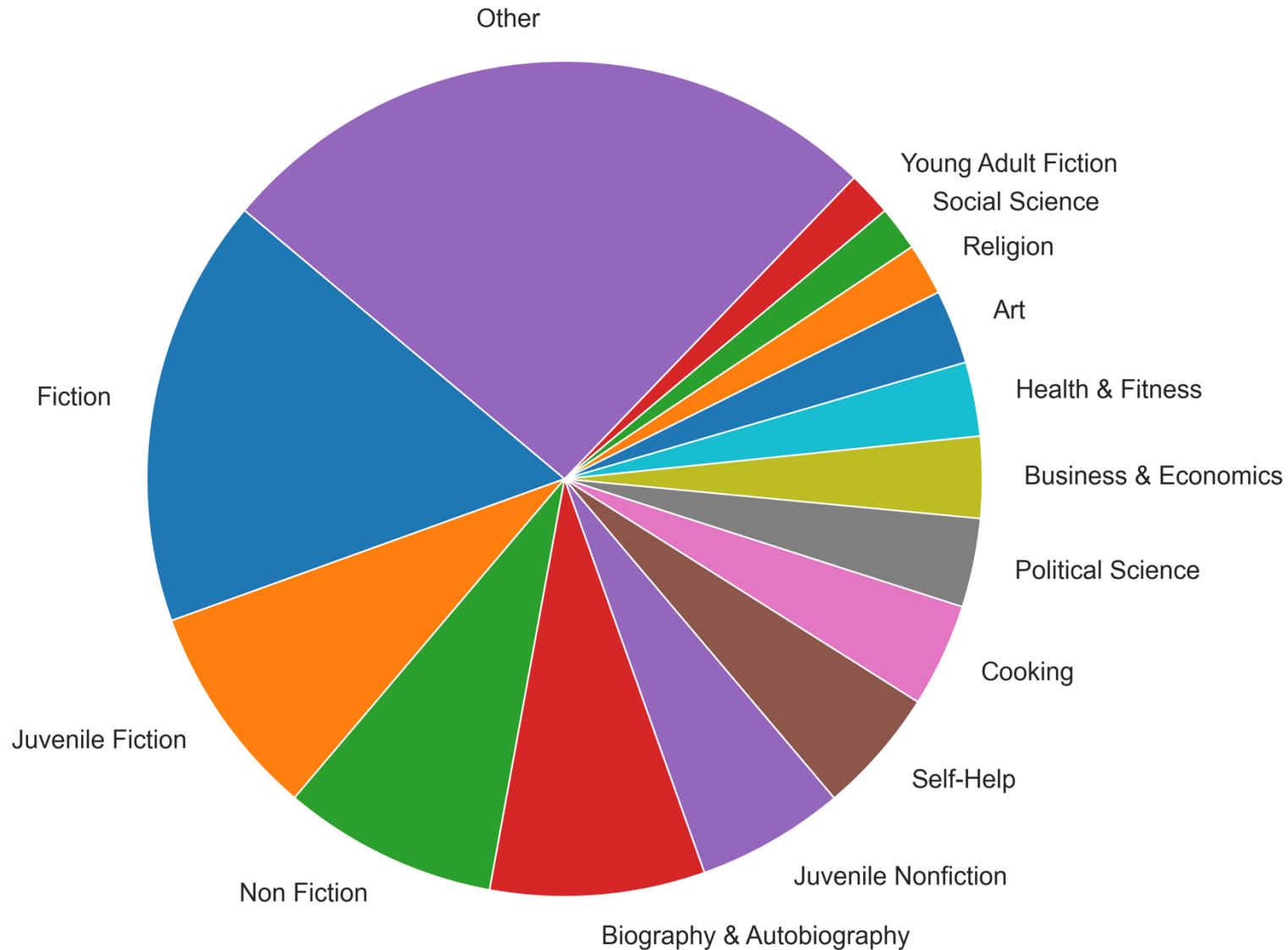
# Where do these authors lie across categories?



- 3 prominent authors in Fiction: Colleen Hoover, Sarah J. Mass and Freida McFadden
- 2 prominent authors in Juvenile Fiction: Bill Martin Jr and Dav pilkey



# Fiction is only a part of the pie....



- Fiction and Juvenile Fiction authors are  $\frac{1}{4}$  of the division
- Making only a few authors have the top selling books
- Rest is distributed across many different categories



So... while the most prominent frequency is Fiction...

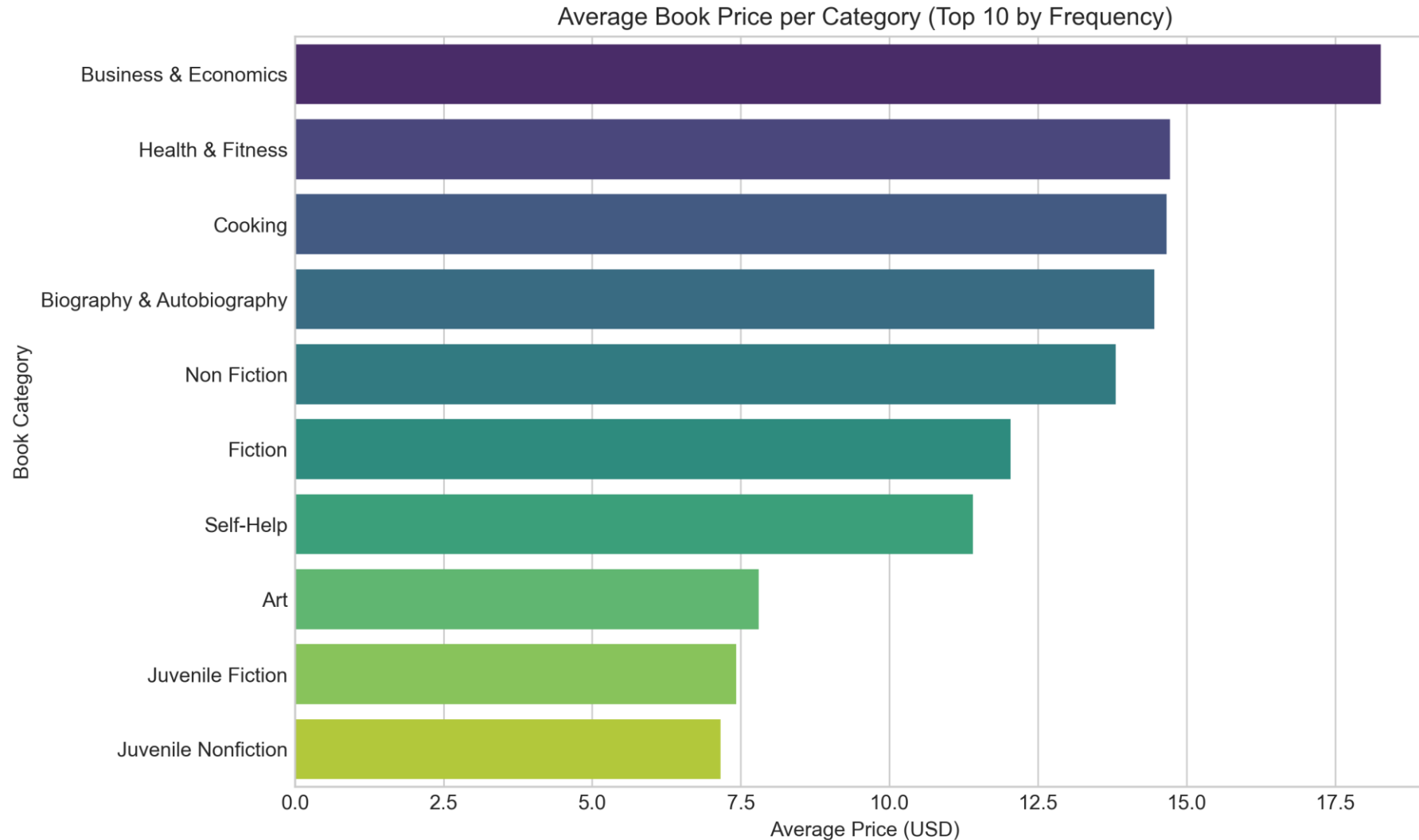


There are only a couple of “**Unicorns**” that have made the best seller list...



# Finally, which of the book categories has a larger price/per book?

- Business & Economics are on average **1.5** times more expensive than Fiction books



# Takeaways

- Each year we have “Unicorns”, usually Fiction that dominate the bestseller list.
- However, the most consistent popular titles and genres over the years are Non Fiction.
- Only 25% of Fiction and Juvenile Fiction authors occupy the best seller categories, while their books make over 50% of the list.
- Overall, Non Fiction books are 50% of the bestsellers, however they are a larger roster of authors, last longer in the bestseller list through the years and the price of the books is larger, making them a more attractive option.
- Worth exploring what forms is it usually consumed in (hardcover vs e-book) and cost of manufacturing.
- For further analysis, it could be interesting to obtain a larger amount of book titles that were in the bestseller list (~200), most common forms of book purchases, to further tease out trends in the Non-Fiction sphere as well as consumer direction.

