

# Amazon Best Selling Books

**PRESENTED BY:** MICHAEL ANAGA

**CREATED ON:** 6/9/2023

# Table of Contents

## Best Seller

- ▶ Purpose Statement
- ▶ Tell your story with Data
- ▶ Conclusion
- ▶ Appendix



What are  
we talking  
about?

# Objective

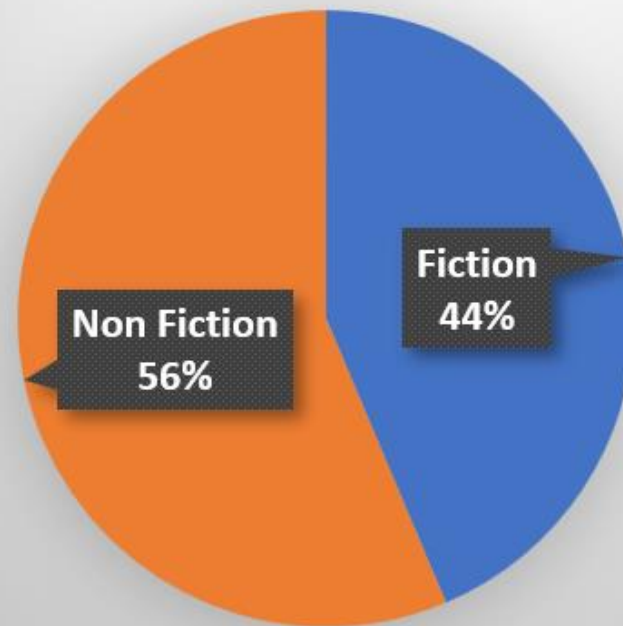
ANALYZING THE IMPACT OF  
**GENRES, RATINGS, AND/OR**  
**REVIEWS ON BESTSELLER**  
SUCCESS.

# Present Data

# Genre

Author's Total

## Total Genre

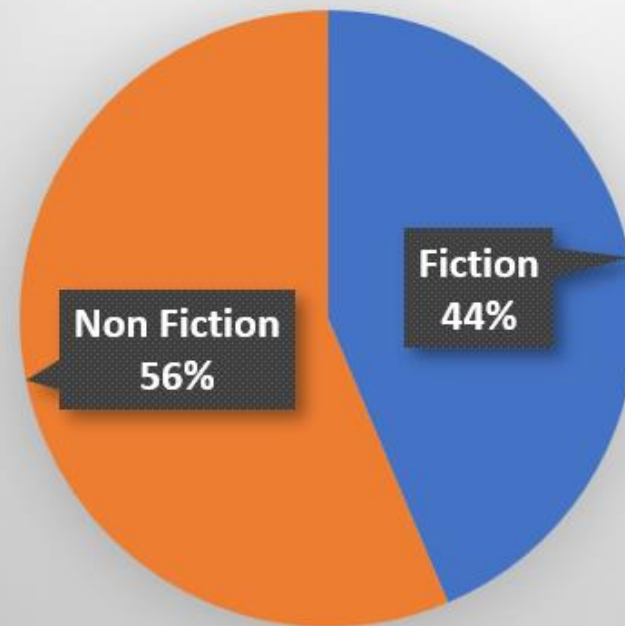


# Genre

- Total book genres from 2009 to 2019.

Author's Total

## Total Genre

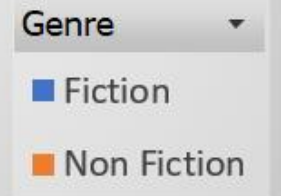
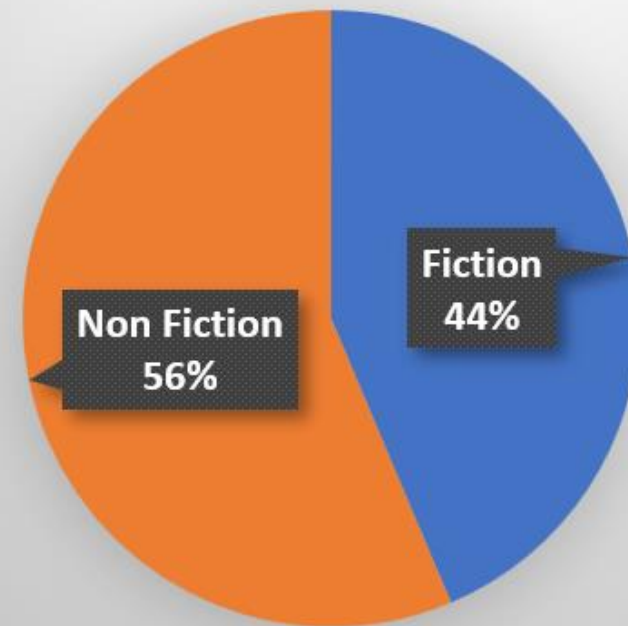


# Genre

- Total book genres from 2009 to 2019.
- Non-fiction books have a production rate 12% higher than fiction books.

Author's Total

## Total Genre



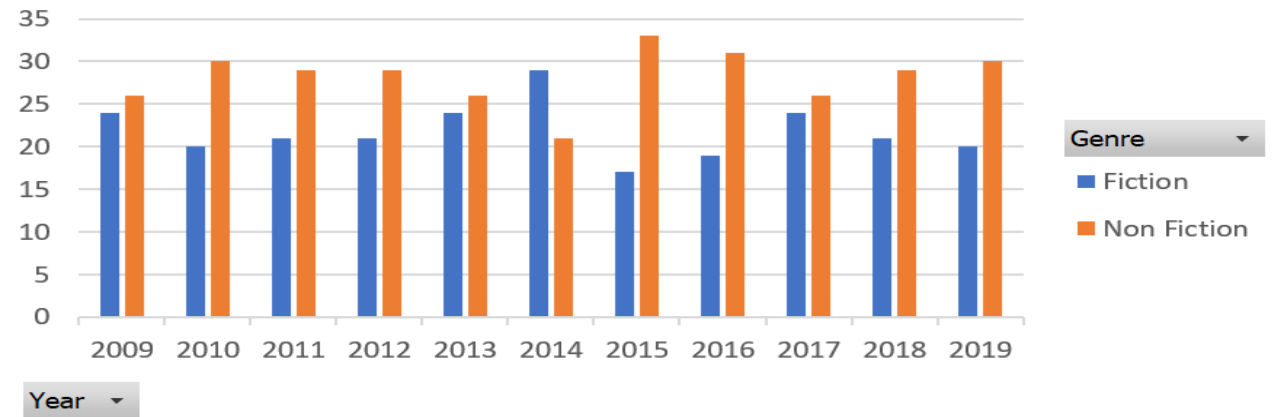


# Genre

- Total book genres from 2009 to 2019.
- Non-fiction books have a production rate 12% higher than fiction books.
- Non-fiction books average 15.5% higher value than fiction books.

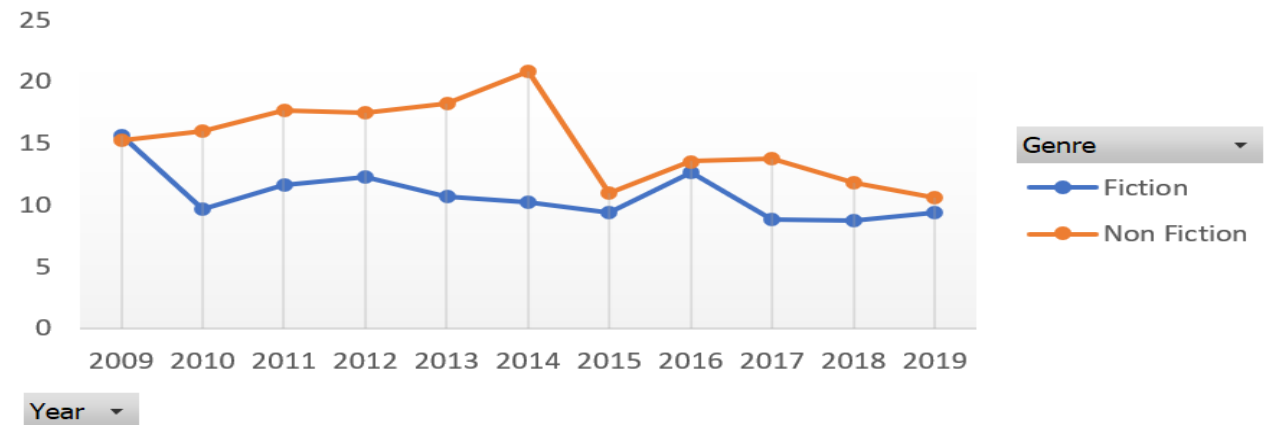
Author's Total

## Author's Book Genres Across Years



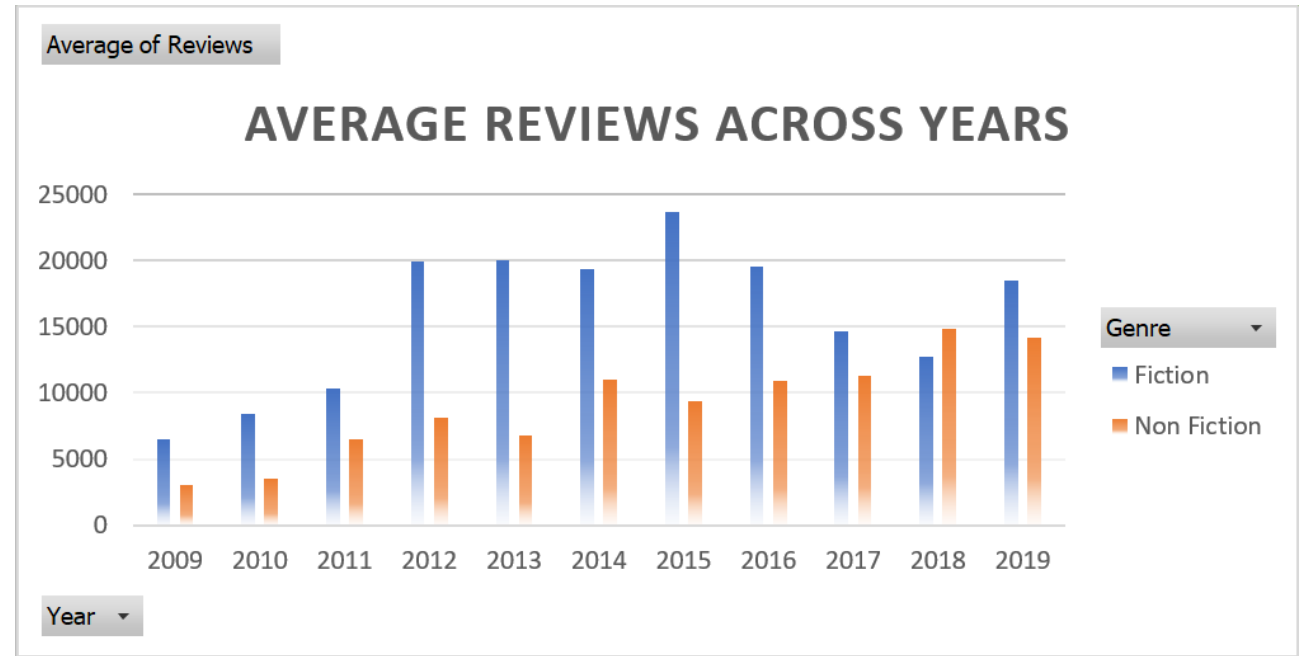
Average of Price

## Average Genre Prices Over Time



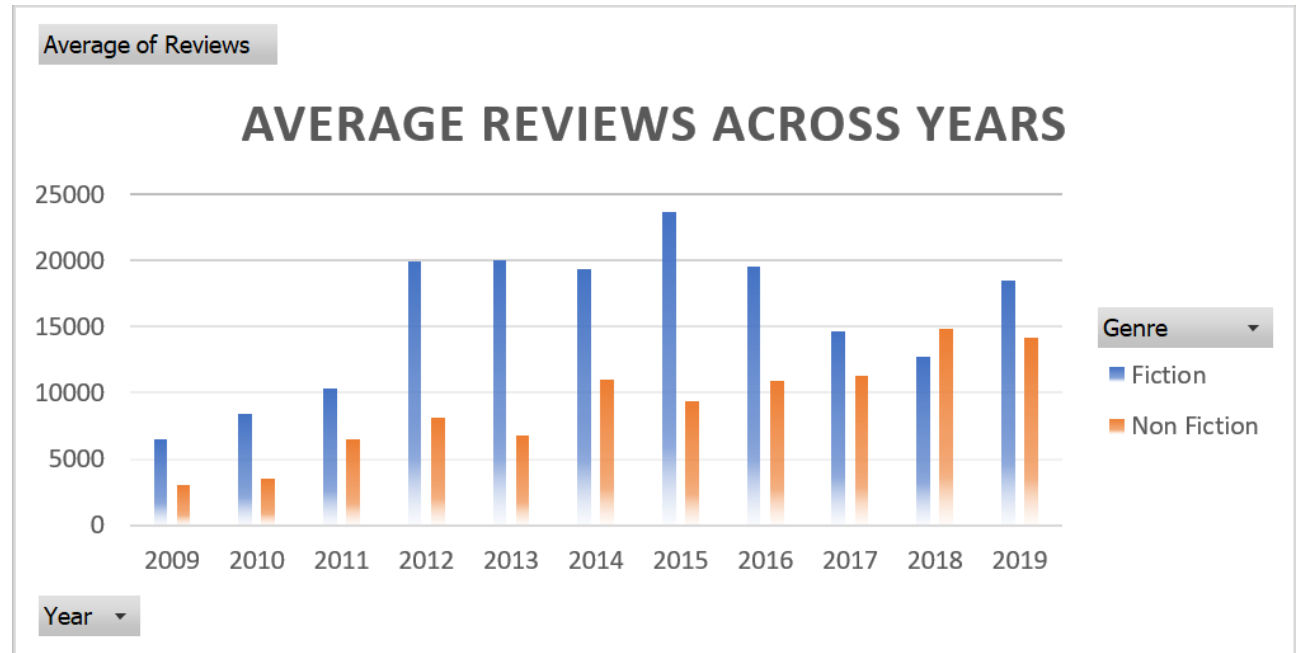
# Review

- Compared the average reviews across the year (2009 - 2019)



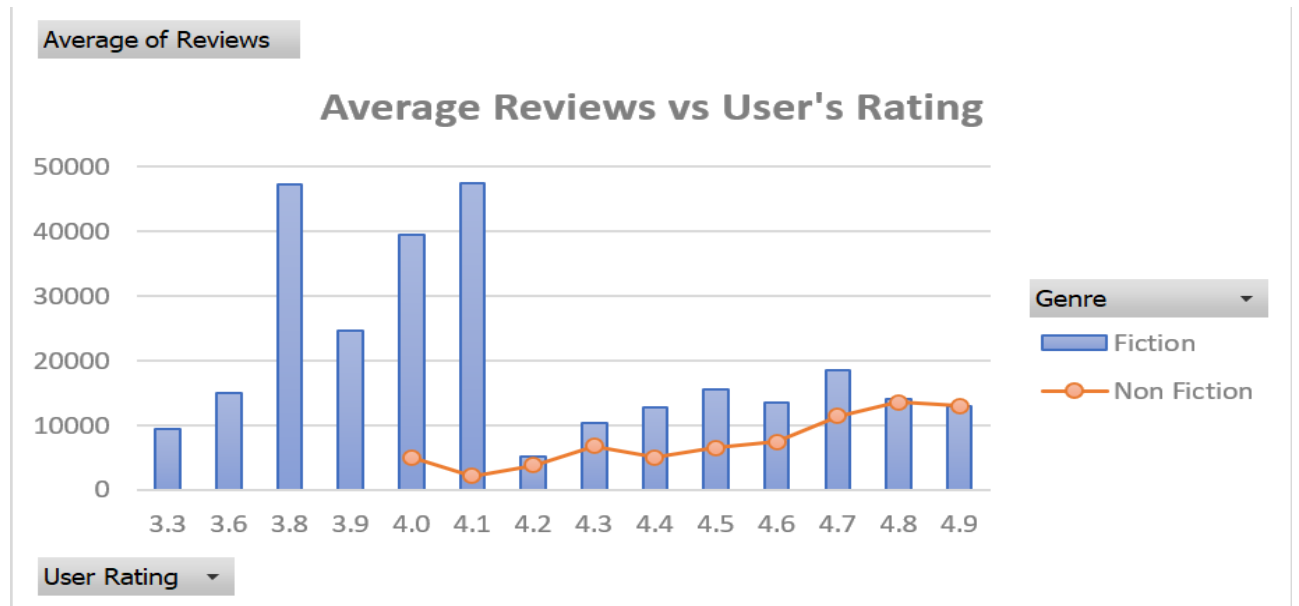
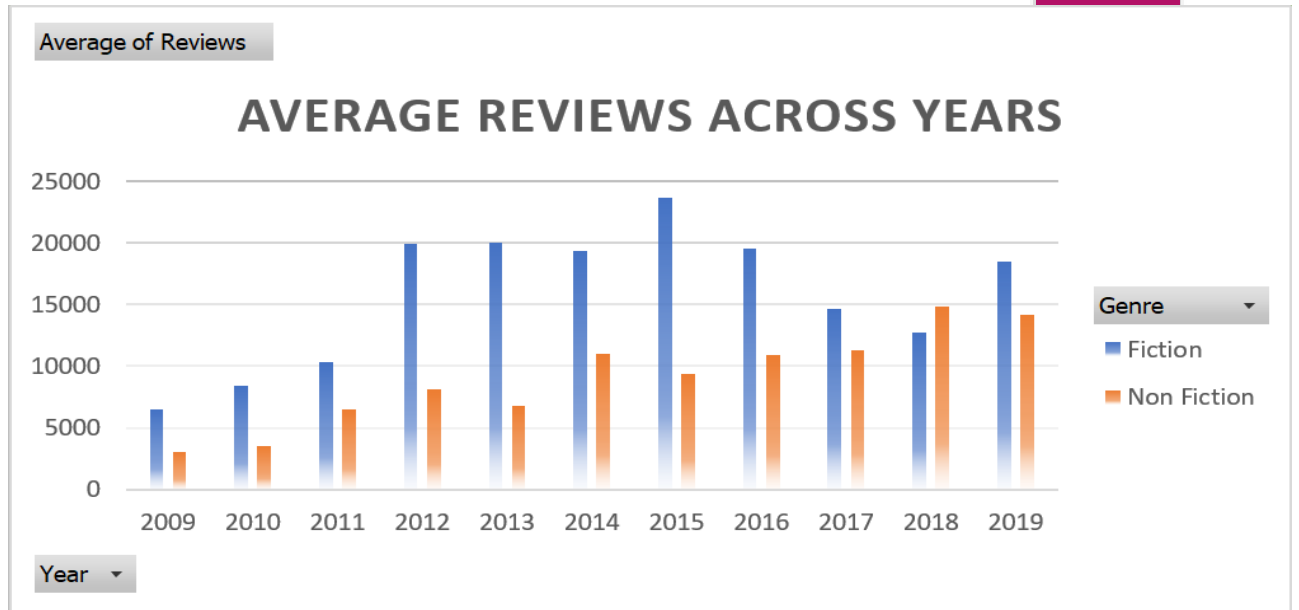
# Review

- Compared the average reviews across the year (2009 - 2019)
- Fiction books receive more reviews than non-fiction books.



# Review

- Compared the average reviews across the year (2009 - 2019)
- Fiction books receive more reviews than non-fiction books.
- No correlation found between average reviews and user ratings based on book genres.

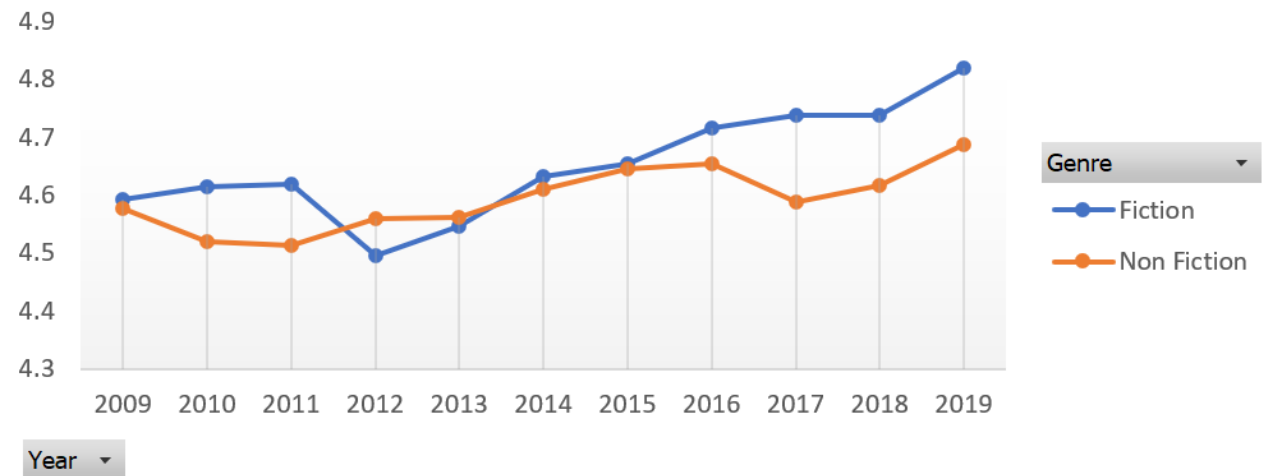


# Rating

- Compared the average rating across the year (2009 - 2019)

Average of User Rating

Average Ratings Across Years

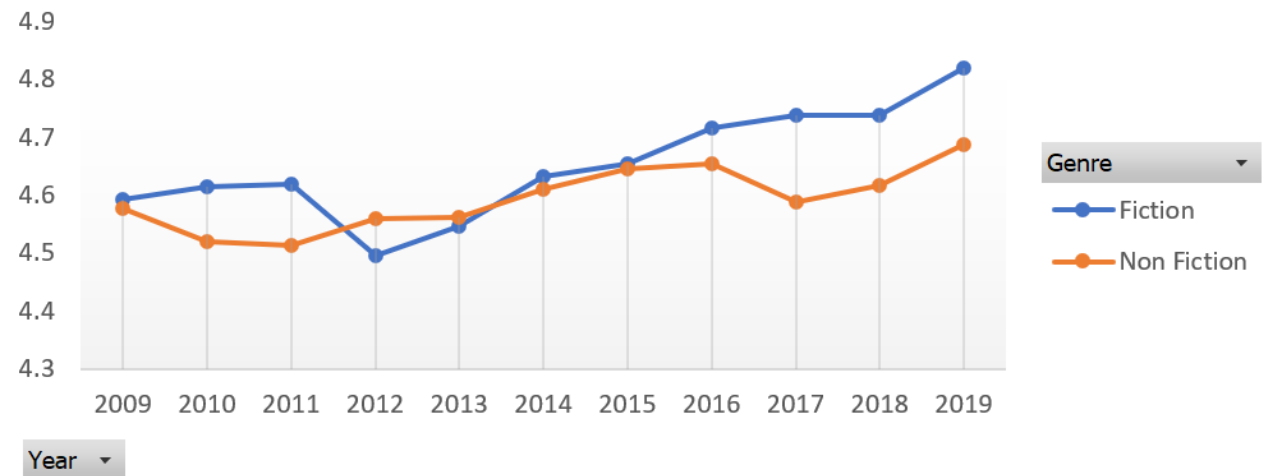


# Rating

- Compared the average rating across the year (2009 - 2019)
- Strong correlation between user ratings and fiction/non-fiction books over the years.

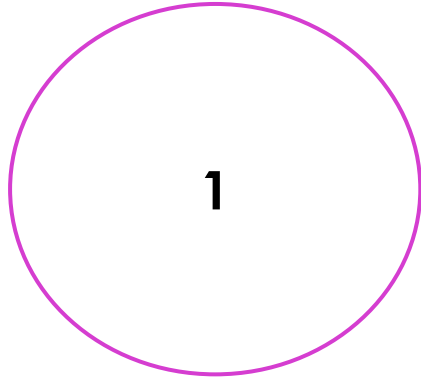
Average of User Rating

Average Ratings Across Years



# Conclusion

# Conclusions



Reviews don't  
translate to good  
ratings.

Ratings don't  
translate good value



# Conclusions



1

Reviews don't  
translate to good  
ratings.

Ratings don't  
translate good value



2

Non-fiction books  
have higher  
production, fewer  
reviews, similar  
ratings, and 15.5%  
higher value  
compared to fiction  
books.

# Conclusions

1

Reviews don't translate to good ratings.

Ratings don't translate good value

2

Non-fiction books have higher production, fewer reviews, similar ratings, and 15.5% higher value compared to fiction books.

3

\*Genre, rating, and value are intertwined, as evidence suggests their close correlation.

\*Does not mean there is a causation.

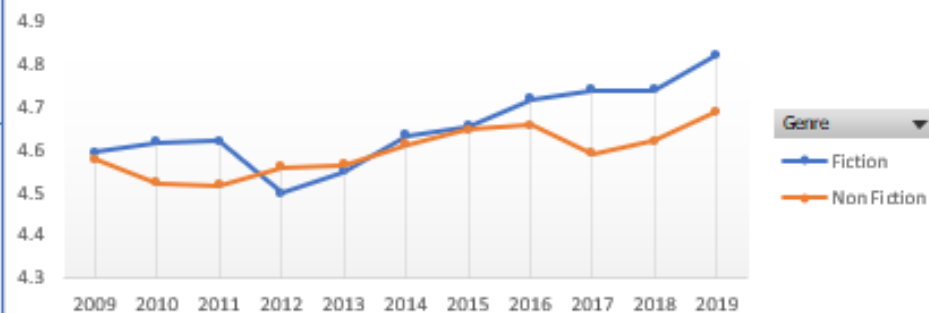
Further analysis needed.

# Appendix

# Amazon Top Selling Books (2009-2019)

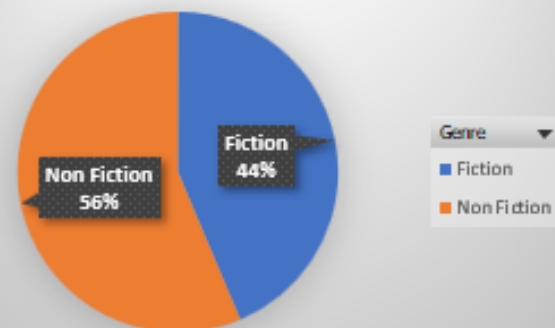
Average of User Rating

Average Ratings Across Years



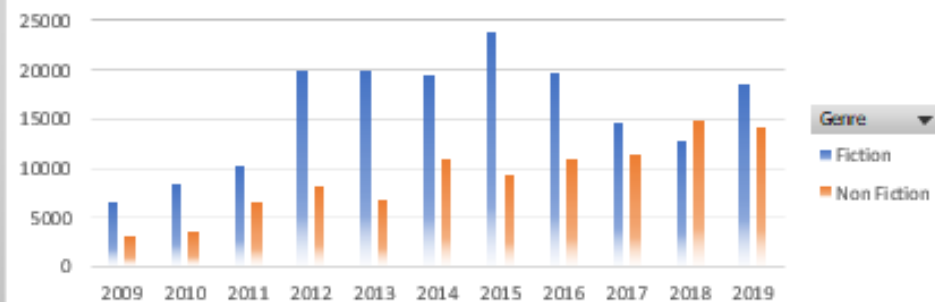
Author's...

Total Genre



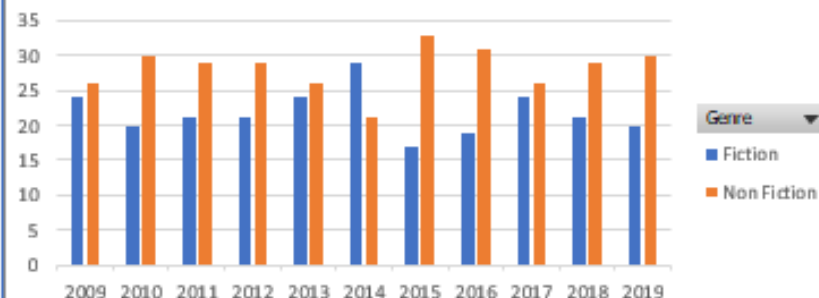
Average of Reviews

AVERAGE REVIEWS ACROSS YEARS



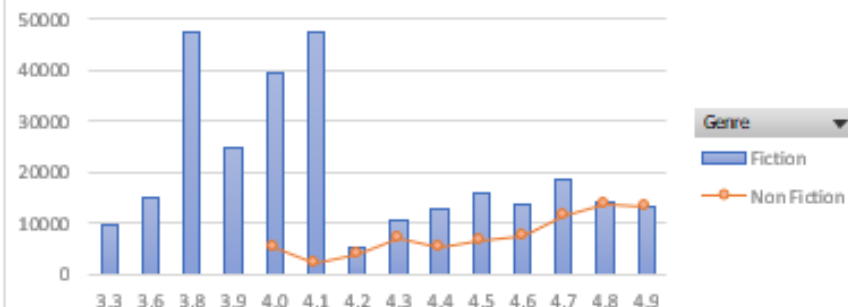
Author's...

Author's Book Genres Across Years



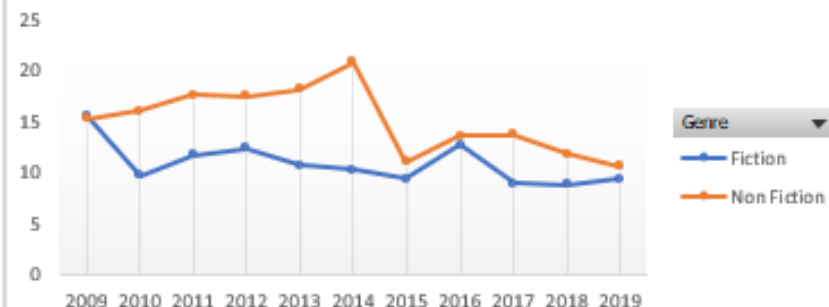
Average of Reviews

Average Reviews vs User's Rating



Average of Price

Average Genre Prices Over Time



Thank  
you