



What makes a book bestseller

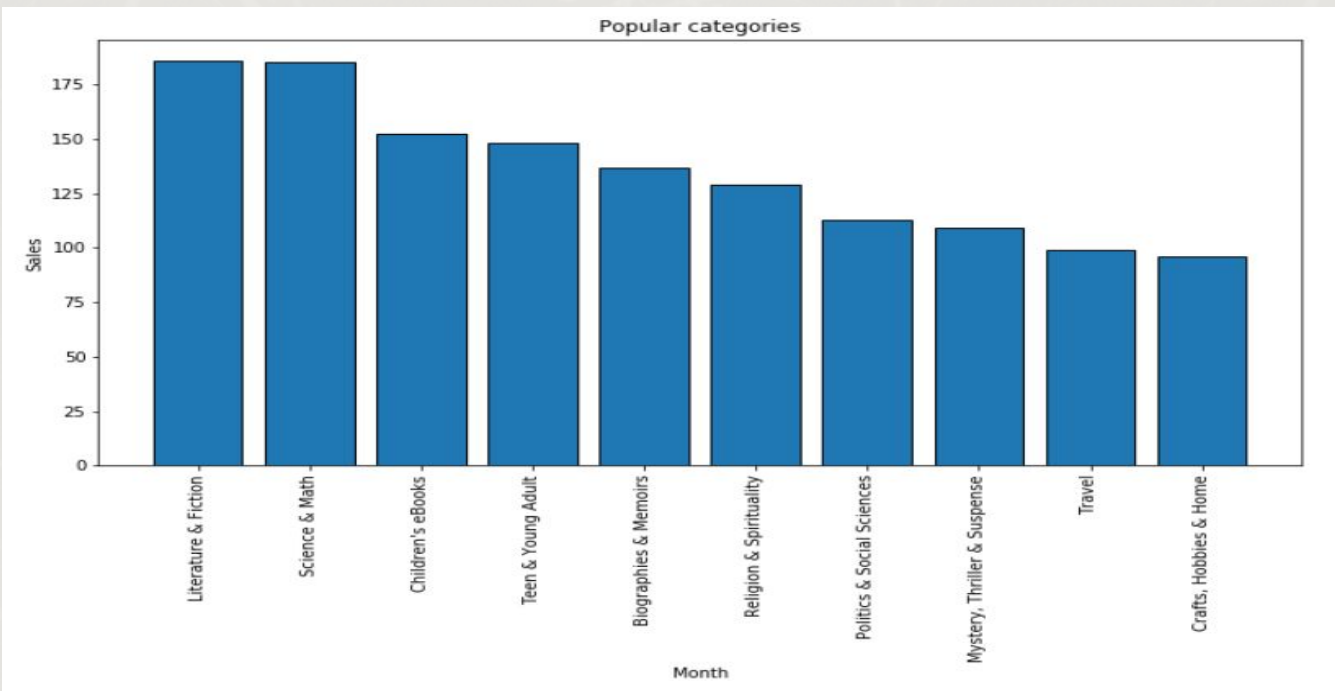
Contents

Identify most popular categories!

What is the price strategy of the bestsellers?

Which month is the most popular regarding the release date

The categories of the bestsellers



Best sellers

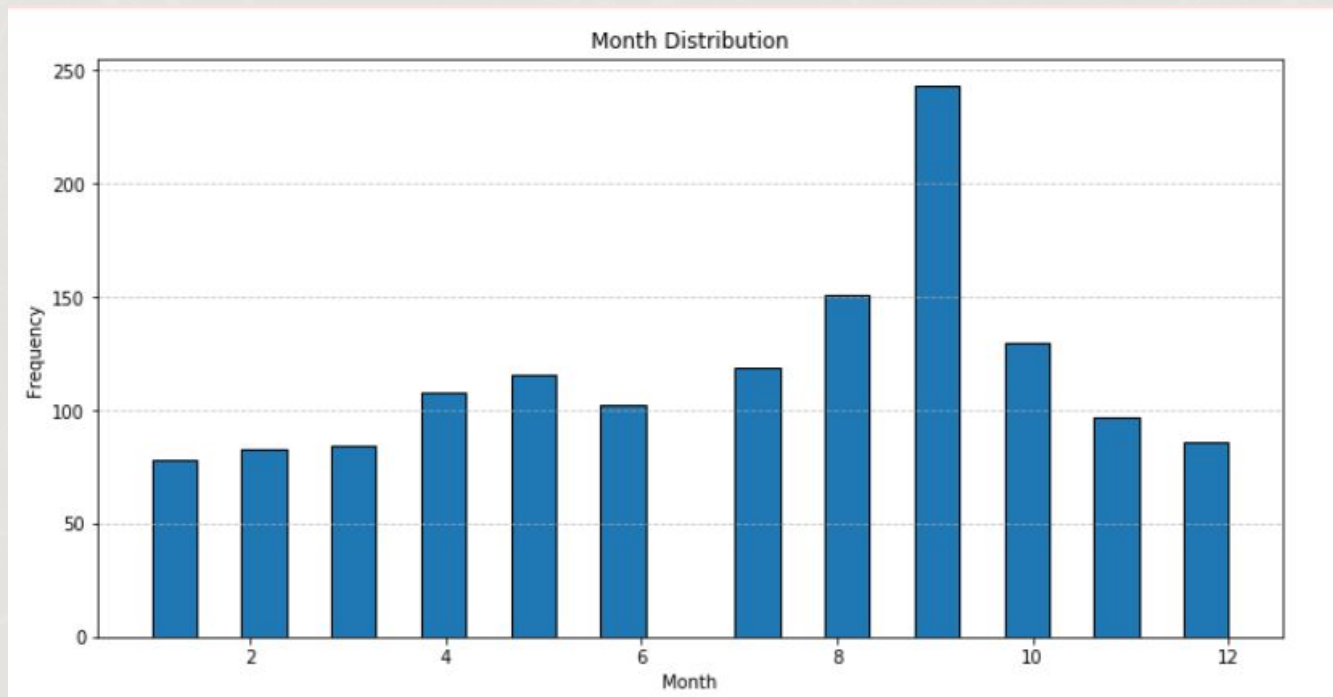
Top 5 categories



1. Literature & Fiction
2. Science & Math
3. Children's eBooks
4. Teen & Young Adult
5. Biographies & Memoirs

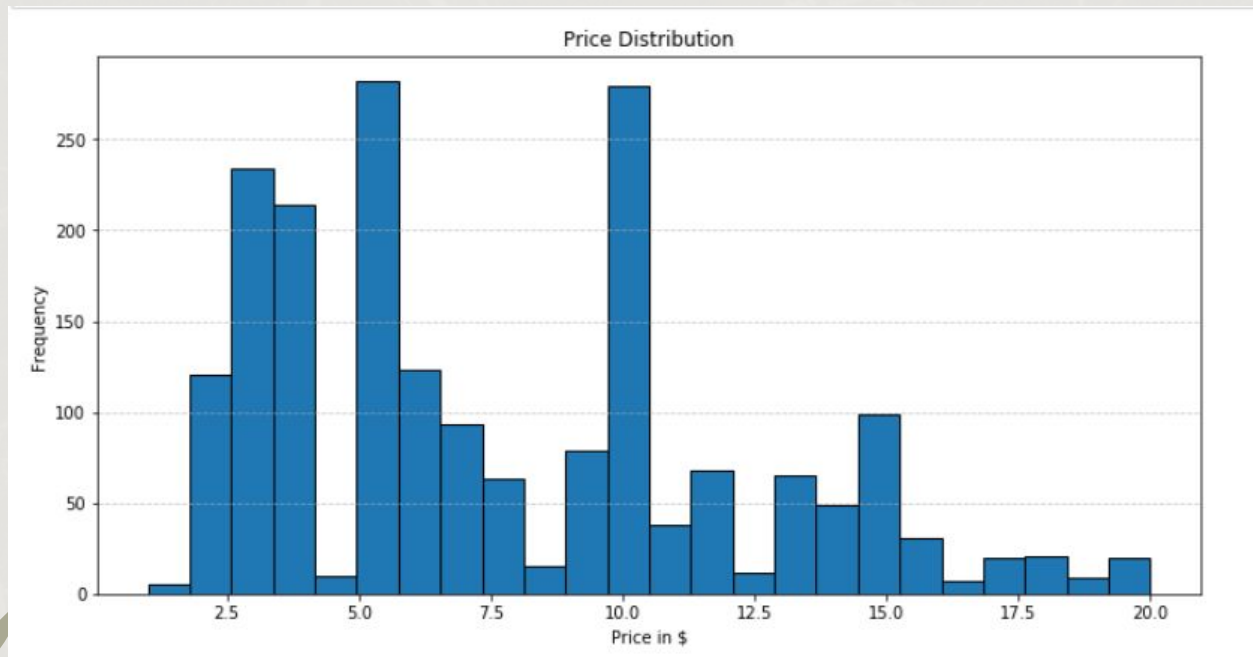


Which month is it most likely for someone to buy a book?



There is a high probability that a best seller will be released in August, September, October

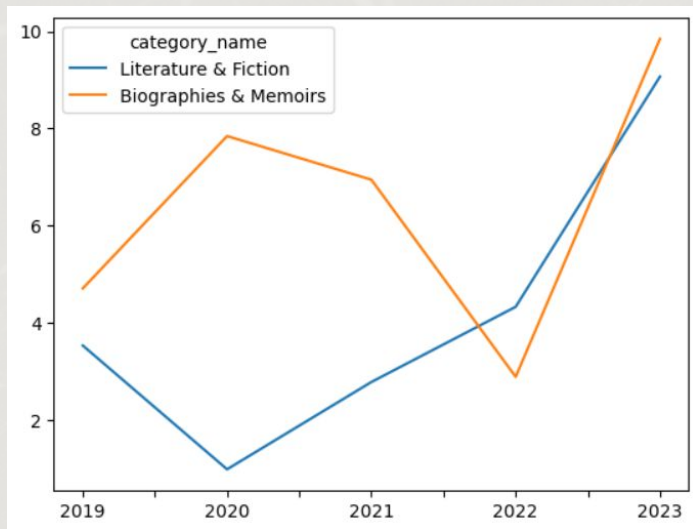
Price distribution



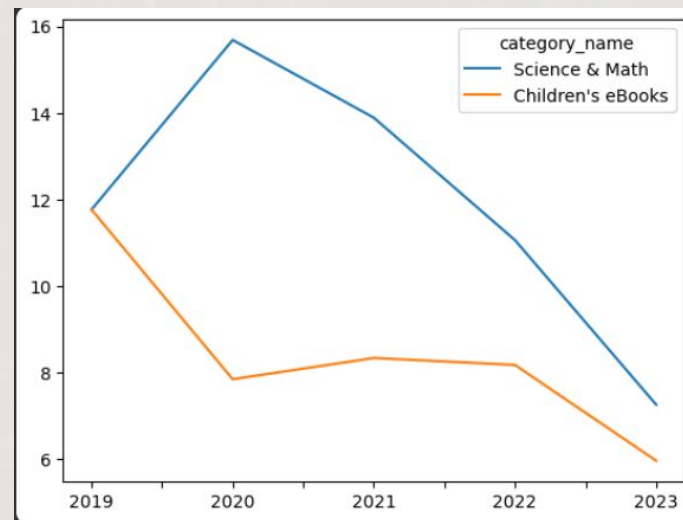
Books found in the Best Sellers lists are most frequently priced between 3 and 10 dollars



What is the trend of the popular categories during the last 5 years



"Literature & Fiction" and "Biographies & Memoirs" categories seem to follow an upward trend



"Science & Math" and "Children's eBooks" categories seem to follow a declining trend

Recommendations

The best release window for a book to make the best sellers list is between August and October

The price range should be between 4 \$ and 10 \$

The safest categories are:

- **Literature & Fiction**
- **Biographies & Memoirs**



Thank you

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