

# Cover Success Predictor: Maximizing Book Cover Impact

In an increasingly digital world, first impressions are critical for book success.

## The problem

To investigate the optimization of book cover designs for attracting initial reader engagement in a competitive online marketplace.

## Method

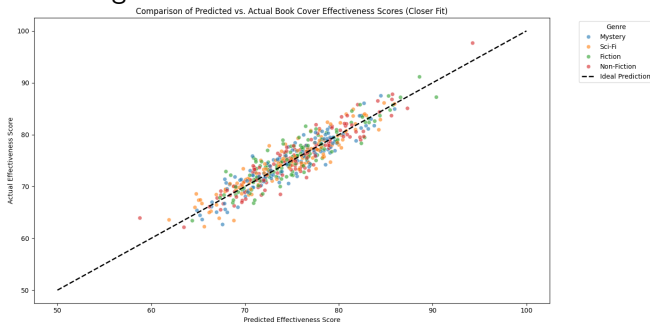
Using data analytics and machine learning to predict cover effectiveness based on visual and contextual features.

## Contribution

Provide an innovative tool that helps authors design more effective book covers, reducing reliance on subjective assessments and minimizing the trial-and-error process.

# Graphical Highlights: Analyzing Book Cover Effectiveness<sup>1</sup>

This figure illustrates the key elements our model evaluates in book cover designs.



The consequences of utilizing this analysis lead to strategically optimized book covers, enhancing initial reader engagement and potentially increasing sales.

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<sup>1</sup>*Hansika Sachdeva* Predicting the popularity of books before publication using machine learning // ICIoT2023, 2023.