

The Bookshop Dashboard



Overview

Book and Series

Author

Publisher

Insights



Average Order Value

\$12

Maximum Sale on a Day

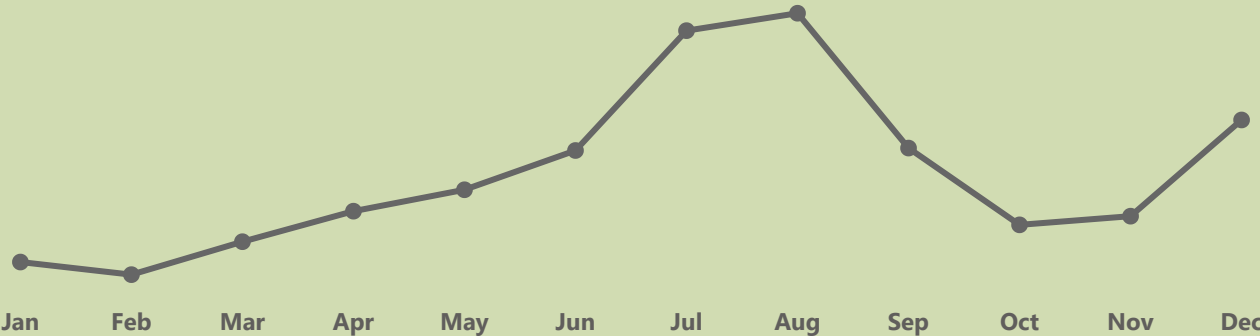
4.47K



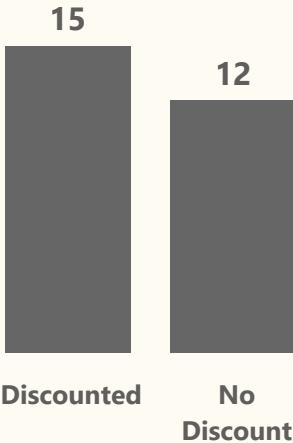
Month

Quarter

Sales Trend



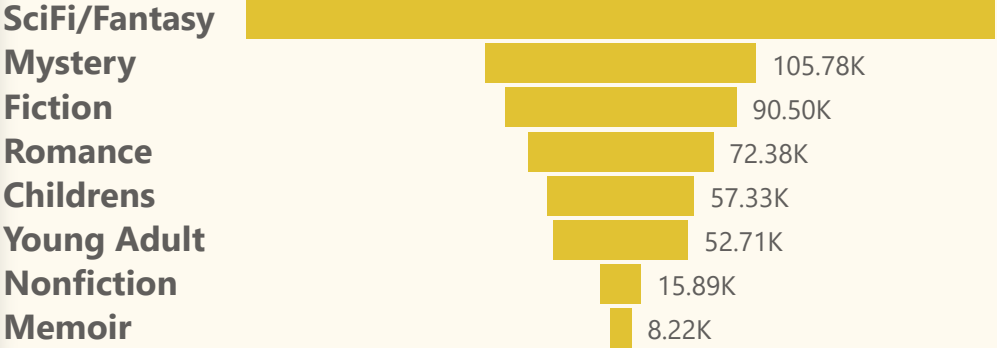
Average Sales



Best Selling Authors

Name	Country	Total Sales	Units Sold
Bianca Thompson	United States	\$2,30,427	16047
Carolyn Segal	United States	\$91,567	7548
Lynne Danticat	New Zealand	\$75,384	8037
Malin Wolff	Hong Kong	\$30,985	4692
Arthur McCrumb	New Zealand	\$29,159	1433

Top Selling Genre



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Best Seller

The Mallemaroking

7334 books sold



Top Rated Book

The Mallemaroking

★★★★★

1410 customers gave 5 ratings

Top Series

The Mallemaroking Saga

16047 times ordered



Book and Series

Series Name	Title	Genre	Author	Units Sold	Volumes in Series	Avg Price
The Mallemaroking Saga	The Mallemaroking	SciFi/Fantasy	Bianca Thompson	7334	3	\$16.75
The Mallemaroking Saga	Portmeirion	SciFi/Fantasy	Bianca Thompson	4636	3	\$15.25
Inspector Ryeslton	9803 North Millworks Road	Mystery	Carolyn Segal	4088	4	\$15.99
The Mallemaroking Saga	Rystwyth	SciFi/Fantasy	Bianca Thompson	4077	3	\$21.50
Inspector Ryeslton	The Winchcombe Railway Museum Heist	Mystery	Carolyn Segal	3460	4	\$15.99
Esme's Ladies	The Seawitch Sings	Romance	Lynne Danticat	1829	7	\$9.50
Esme's Ladies	Burnished Silver	Romance	Lynne Danticat	1459	7	\$9.50
Esme's Ladies	Muddy Waters	Romance	Lynne Danticat	1419	7	\$9.50
Esme's Ladies	Whither Thou Goest	Romance	Lynne Danticat	1304	7	\$9.50
Esme's Ladies	Lace and Brandy	Romance	Lynne Danticat	634	7	\$9.50
Esme's Ladies	Saint Esme	Romance	Lynne Danticat	556	7	\$9.50
Esme's Ladies	The Scent of Oranges	Romance	Lynne Danticat	502	7	\$9.50
Banana Slug	Banana Slug and the Glass Half Full	Childrens	Gloria Green	497	5	\$7.49
Banana Slug	Banana Slug and Xyr Friends	Childrens	Hillary Barnhardt	491	5	\$7.49
Banana Slug	Banana Slug and the Mossy Rock	Childrens	Malin Wolff	485	5	\$7.49
Banana Slug	Banana Slug and the Lost Cow	Childrens	Hillary Barnhardt	439	5	\$7.49
Meddler Trilogy	Did You Hear?	Fiction	Lynne Danticat	334	3	\$8.99
Meddler Trilogy	The Thing Is	Fiction	Gloria Green	315	3	\$8.99
Meddler Trilogy	Not to Gossip, But	Fiction	Gloria Green	291	3	\$8.99
The Aspoll Trilogy	Turn Left Til You Get There	Fiction	Kris Elegant	261	3	\$18.49

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Top Rated Author

Lynne Danticat

Most Published Works

Lynne Danticat

Best Seller

Bianca Thompson

Count of by Region



Authors whose books have been published

Author	Units of Books Sold	Sum of Hrs Writing per Day	Books Published	Genre
Bianca Thompson	16047	5.00	3	SciFi/Fantasy
Lynne Danticat	7703	8.00	7	Romance
Carolyn Segal	7548	7.00	2	Mystery
Hillary Barnhardt	930	4.00	2	Childrens
Gloria Green	606	8.00	2	Fiction
Gloria Green	497	8.00	1	Childrens
Malin Wolff	485	6.00	1	Childrens
Lynne Danticat	334	8.00	1	Fiction
Kris Elegant	261	5.00	1	Fiction



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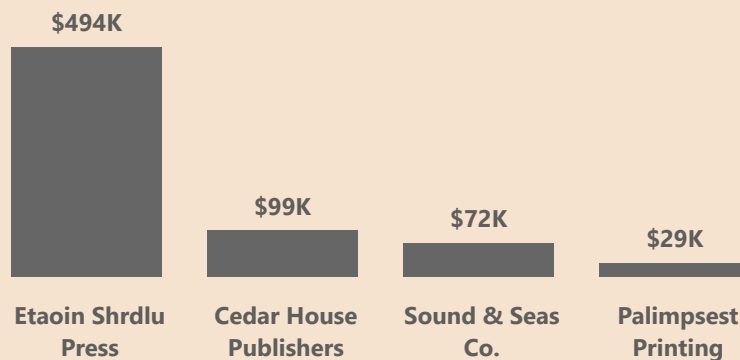
Insights

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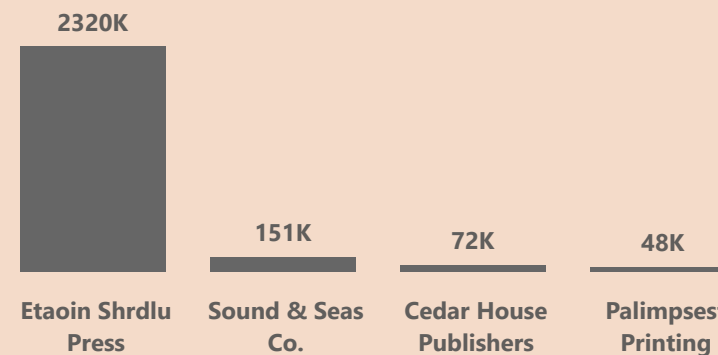
Publisher with maximum marketing efficiency

Cedar House Publishers

Total Sales of the Publisher



Marketing Spend



Choose Publishing House

Etaoin Shrdlu Press



Best Format

Mass market paperback

Best Seller

The Malleमारoking

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- There appears to be a seasonal trend, with bookshop sales reaching their peak during Quarter 3 especially in the month of July and August.
- Offering discounts is enhancing the average sales figures.
- Scientific Fiction and Fantasy is offering some of the best sellers.
- Despite having only three books published, Bianca Thompson from the USA stands out as one of the top sellers, with her total sales amounting to an impressive \$230,427.
- The Mallemaroking Saga is renowned as one of the top series, with 'The Mallemaroking' book emerging as a bestseller.
- "Turn left till you get there" from Aspell Trilogy series commands the highest average price but has the lowest sales volume. To enhance its perceived value and potentially increase sales, revising the price might be considered, especially given that two more parts are planned.
- Fiction genre has lesser published books.
- Gloria Green demonstrates versatility by writing both fiction and children's literature. Similarly Lynne Danticat showcases her talent across genres, adeptly crafting both romance and fiction novels
- Cedar Housing Publication has maximum marketing efficiency
- Trade Paperback and Mass Market Paperback are the best formats offered by most of the publication house.