



Relationship Between the New York Times Bestseller and Amazon Best-selling Books

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Agenda



01

Introduction

Main research questions

02

Dataset

NYT and Amazon. Assumptions.

03

Analysis

The New York Times and Amazon best sellers

04

Conclusion

Findings, predictions, next steps.

Research Question

Are there common variables that make up a bestseller?

Based on the defined variables, can we predict what the next best selling book is going to be?



Datasets

NYT

The New York Times
Best Sellers,
2010-2019

Amazon

Amazon Top 50 Best
Selling Book,
2009-2019



Assumptions

Ceteris Paribus

The data is a good indication of the total effect of the book market and is a holistic representation of consumer behavior.

01

Sales Data

We assume that individual consumer preferences balance out over time.

03



02

Inflation

We assume the data represents the market price of the books, and that the changes in price do not reflect the effect of inflation.

04

Book Market

Amazon's sales data is indicative of books market standing

The New York Times Bestseller

Top 5 #1 Bestseller

Top 10 Bestseller by Genre

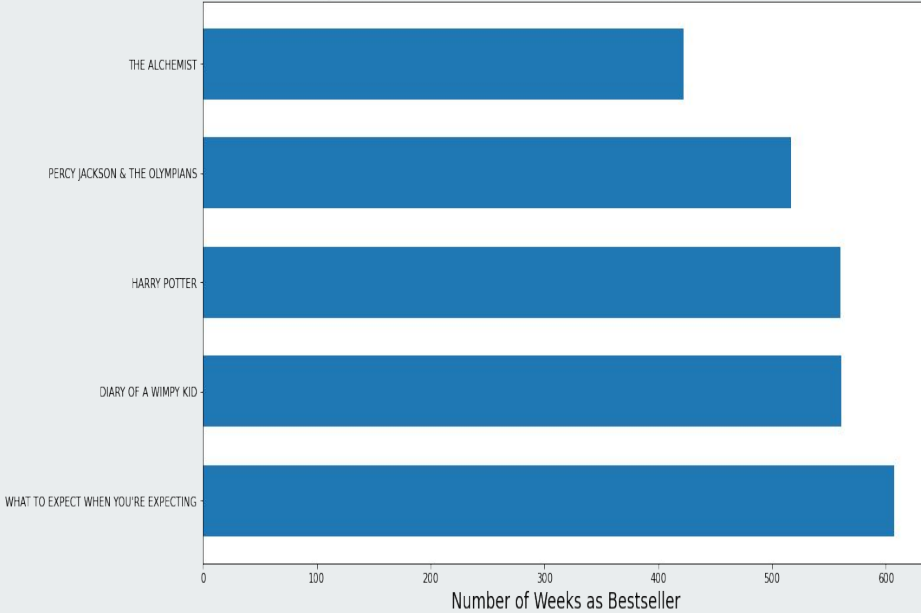
**Top 5 best-selling books that
ranked #1 most often**

Top 5 Bestsellers by Authors

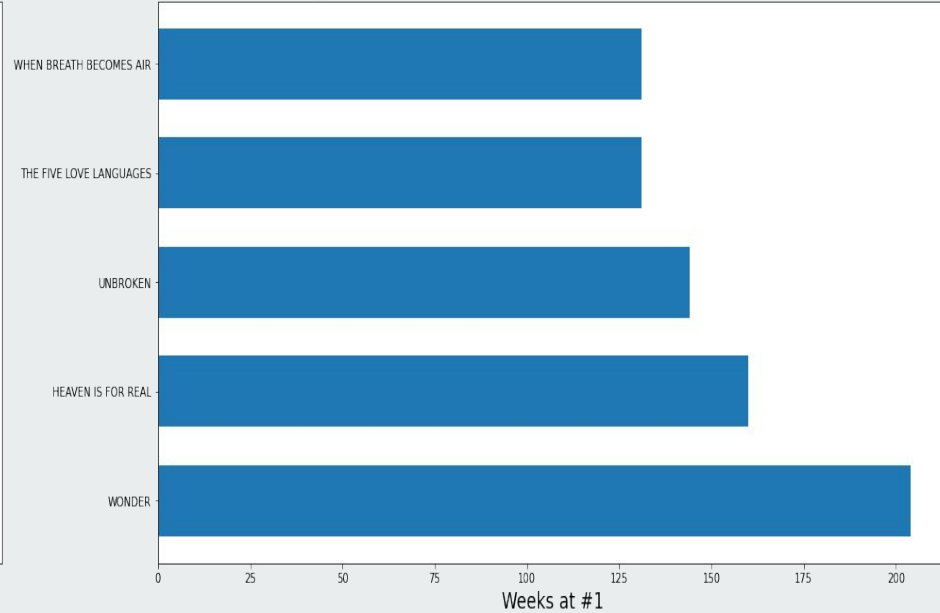


Top 5 The New York Times Bestseller

Top 5 Bestsellers and the Number of Weeks



Top 5 Bestsellers Most Often Ranked #1



Findings

Number of Weeks

On average, the book will stay on the Bestseller list for about **24.7 weeks** once it is published



Price

The average price of the Bestseller books is **\$19.85**



Genre

The **fiction, series, and picture books** are the top 3 genres that dominate the New York Times Bestseller list



Author

Bill O'Reilly and Martin Dugard had their books ranked #1 the most during the 2010-2019



Amazon Best-Selling Books

Genre

Author

User Rating

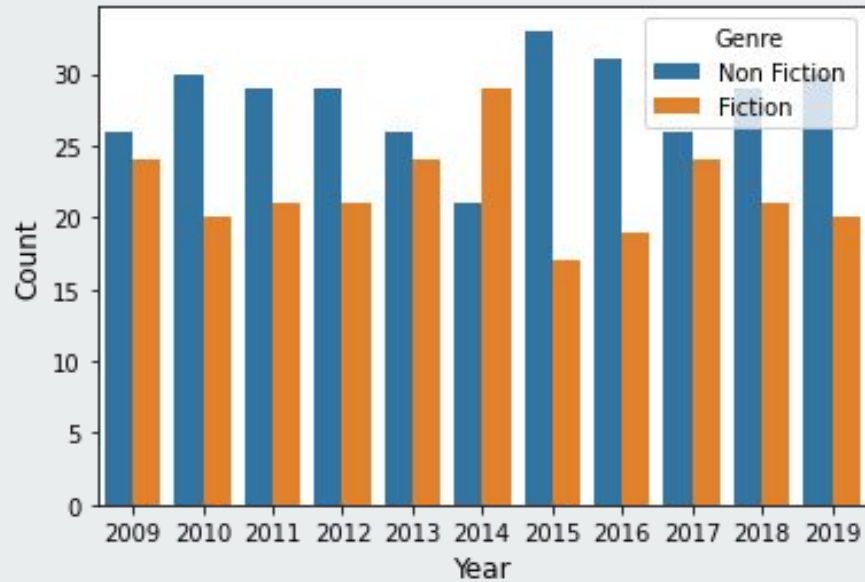
Review

Price

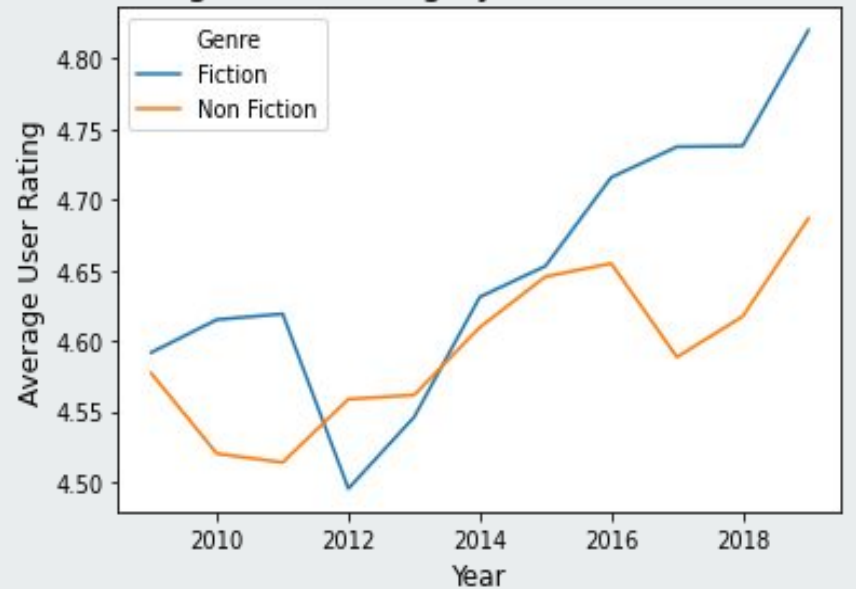


Amazon Best-selling Books

Genre Count over the Years



Average User Rating by Genre over the Years



Findings

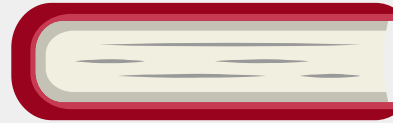
User Ratings and Number of Reviews

On average, bestselling books have ratings of **4.6** and **11,953** reviews. Books that stay on the list longer have higher ratings and reviews



Price

The average price of the Bestseller books is **\$13.10**



Genre

The **non-fiction books** make the top genre that dominates the Amazon Bestseller list



Author

The authors who wrote multiple books that made the list **were typically men** and **writing fiction series**.



Conclusion...Therefore What

Series

Books that are apart of a fiction series dominate in terms of sales and longevity

Rating

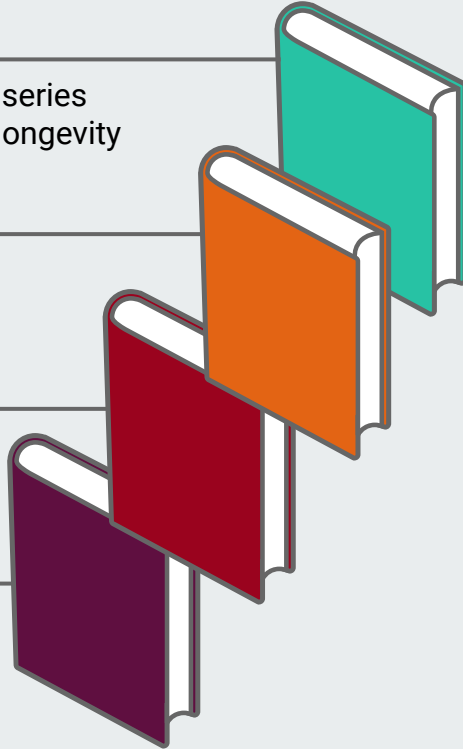
We would expect a best seller to have a composite rating of 4.6

Price

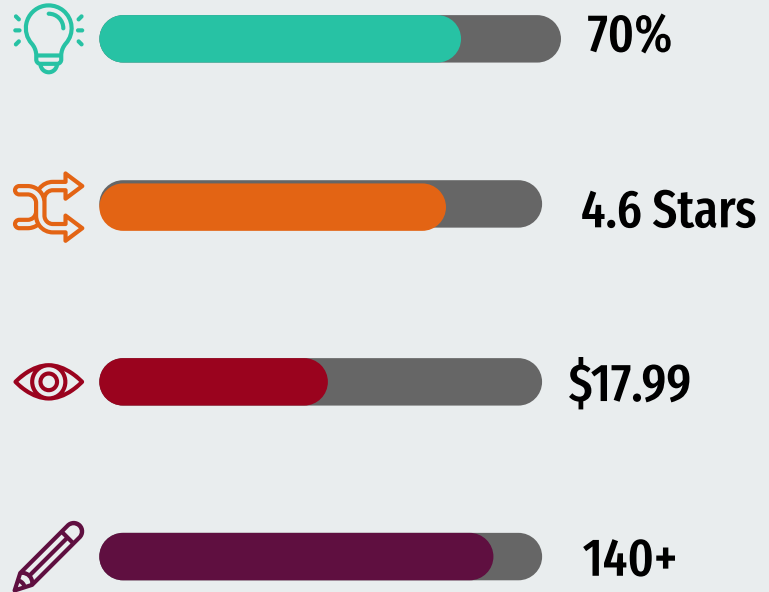
Book will be priced between \$13 - \$17.99

Bestseller Longevity

Given this criteria we would expect the book to last on average 120+ weeks as a Bestseller



Predictive traits for a Bestseller are...



Next Steps

