



Analyzing Amazon's Top Selling books from 2009-2019

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Business Task

- ❖ Which genre of book sells more every year?
- ❖ Are Fictional novels more popular than Non-Fiction or vice versa?
- ❖ Are there any external factors other than reviews and price that contribute to high popularity?

Where our data came from?

Dataset was obtained from Kaggle.

It was made available by Souter Saalu under a CC0 license (Public Domain license)

Cleaning & Manipulation Process

Highlights:

1. Checked file for duplicates and missing data
2. Verifying Book names and authors were input correctly. For example J. K. Rowling had to be corrected to J.K. Rowling.
3. Created a score by multiplying rating with number of reviews.

Detailed process can be found here:

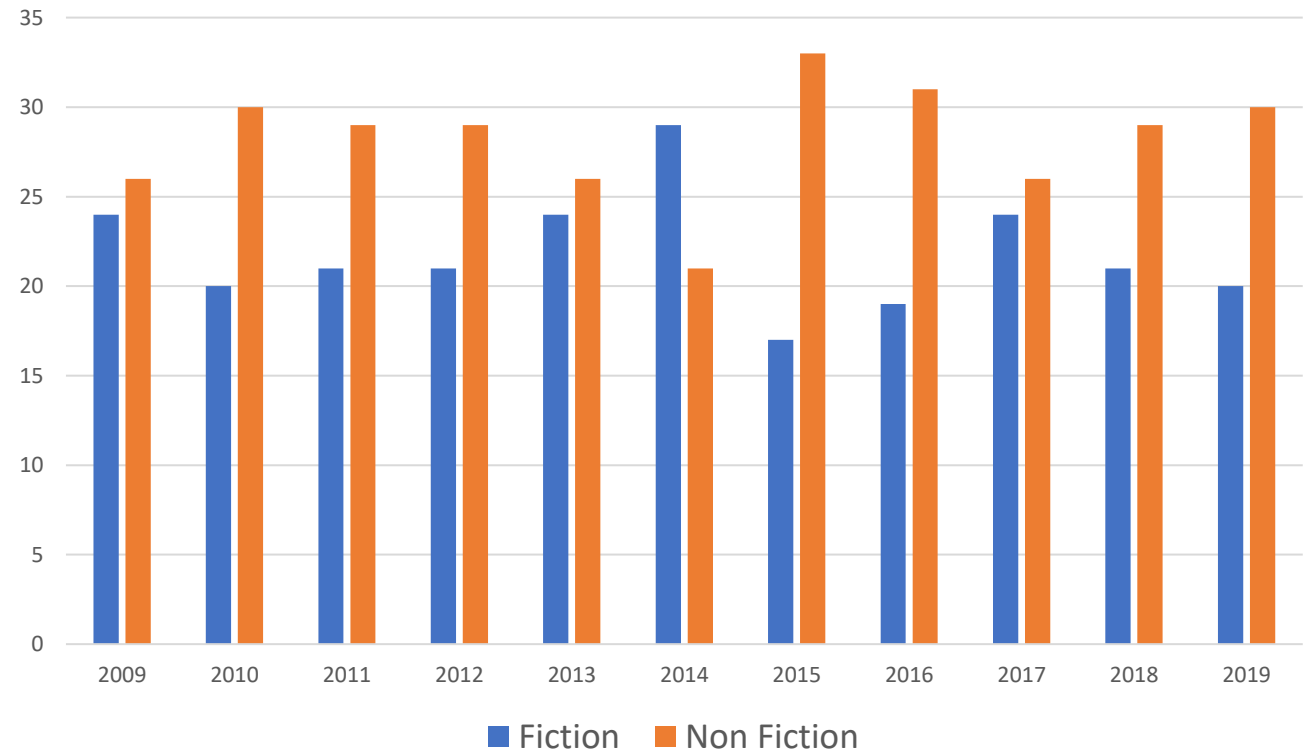


Analysis # 1

Which genre of book sells more every year?

Number of top Non-fiction books are more the Fiction for all the years except 2014.

Top Fiction and Non Fiction Books every Year



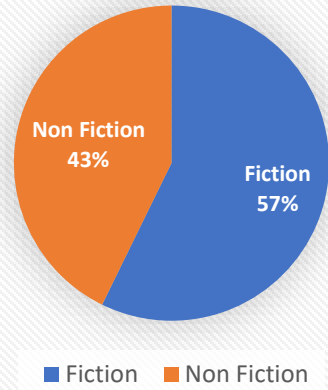
Does this mean Non-Fiction books are more popular?

Analysis #2

Is Non-Fiction more popular than Fiction?

Especially since Non-Fiction has been on top each year.

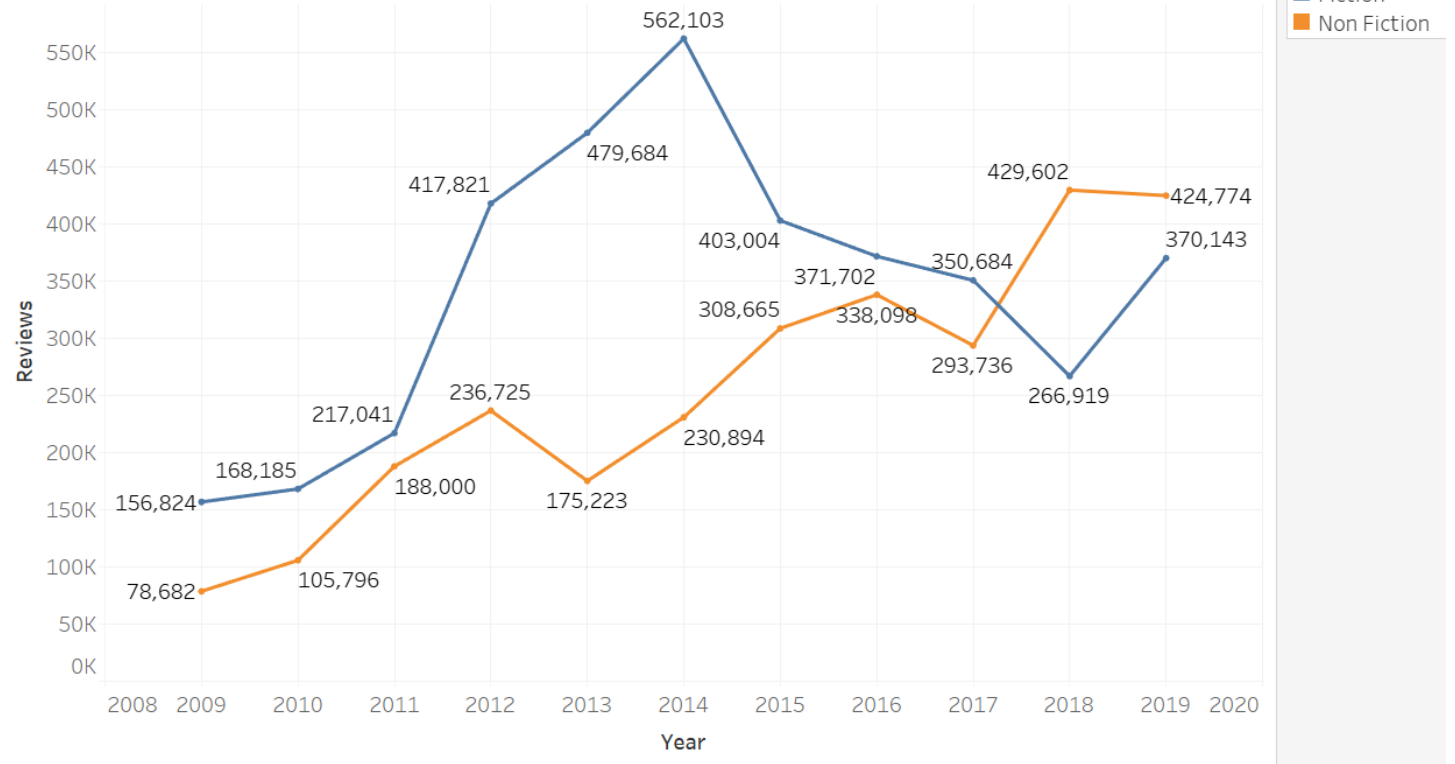
Total Reviews: Fiction VS Non Fiction



Fiction makes up for **more than half** of total reviews

Fiction also has a **higher** trend line than Non-fiction though Non-fiction is steadily making a growth since 2014.

Trend of #Reviews from 2009 to 2019



Both these graphs show that Fiction is **more popular**

Analysis #3

Are there any external factors other than reviews and price that contribute to high popularity?

We will take a look at 2014 when Fiction boomed

Analyzing the top fiction books for 2014 we can see the following:

First book of a series or one off books became popular in 2014 **due to Movie adaption releasing in the same year.** This could peak people's interest in the book and boosted ratings and sales

Book Name	Price	Published	Movie Release
The Maze Runner (Book 1)	\$ 8.00	2009	2014
Divergent	\$ 15.00	2011	2014
The Fault in Our Stars	\$ 13.00	2012	2014
Gone Girl	\$ 9.00	2012	2014

Book Name	Price	Published
The Alchemist	\$ 39.00	1988
A Game of Thrones / A Clash of Kings / A Storm of Swords / A Feast of Crows / A Dance with Dragons	\$ 30.00	1996-2011

Some books had events like The Alchemist released their 25th anniversary edition in 2014.

The Game of Thrones TV adaption aired their 5th season in Apr 2014

Releasing late 2013 can also be a factor as popularity would have picked up speed in early 2014.

The Book Thief Movie released late 2013.

The Goldfinch was published late 2013

Book Name	Price	Published
The Book Thief	\$ 6.00	2005
The Goldfinch: A Novel (Pulitzer Prize for Fiction)	\$ 20.00	2013

Lastly, we have installments of popular series releasing in 2014.

- 9th Installment of Diary of a Wimpy Kid
- Final installment of Rick Riordan's Heroes of Olympus

The Non-fiction list did not have strong titles to compete with these Fiction titles

In Summary

- ❖ Fiction is the highly reviewed Genre even if its not strong in the top 50.
- ❖ 2014 was a strong year for Fiction due to movie adaptations, new installments to existing series or anniversaries.
- ❖ We can improve this analysis by getting more information on the genre, like Horror, Fantasy. Also if number of pages takes more preference.

Thank you