Fiction sales analysis

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After comparing the bookstore's fiction sales across four key genres, some trends have become evident. Using this information, we can find solutions to improve sales across all genres.

# ***Revenue data***

| **Quarter** | **Fantasy** | **Mystery** | **Romance** | **Historical** |
| --- | --- | --- | --- | --- |
| Q1 | $30,000 | $25,000 | $28,000 | $15,000 |
| Q2 | $27,000 | $18,000 | $32,000 | $16,000 |
| Q3 | $26,000 | $22,000 | $33,000 | $18,000 |
| Q4 | $19,000 | $27,000 | $31,000 | $11,000 |
| Annual | $102,000 | $92,000 | $124,000 | $60,000 |

# ***Potential solutions***

Though sales for the fantasy and mystery genres were inconsistent, they both had their best quarters when there were special promotions. We had book signings from fantasy authors in the first quarter and decorated our store to promote mysteries in the fourth quarter. It's important that we continue to attract customer attention to each of these genres every quarter through events and promotions like our book signings, book clubs, and in-store decorations.

## **Promoting historical fiction**

Furthermore, our lowest-performing genre, historical fiction, requires special attention. Possible approaches for increasing historical fiction sales include:

## **Promoting mystery**

Our next target should be mystery sales, which had the second-lowest annual revenue. Possible approaches for increasing mystery sales include:

*We could host an online scavenger hunt with a reward of a discount on any mystery books for those who complete it. We could run a sale on all mystery books. We can also invite popular mystery book authors to participate in book talks at our bookstore.*