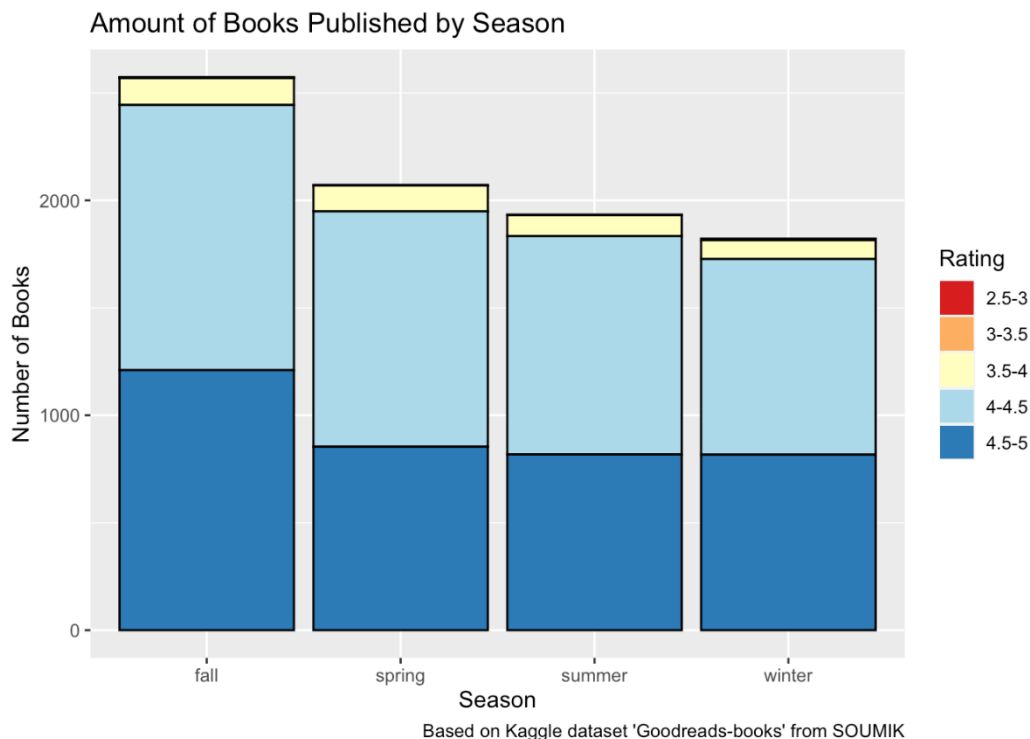


# Publishing a Best-Seller: What Makes a Book Succeed?

A UVA Data Science Case Study by Avery Goldberg



## Prompt

A new publishing company has recently opened and is concerned about competing with the big players. You have been hired to make sure that this company publishes best sellers. There are many factors that contribute to the success of a book; however, it is your responsibility as a new employee to determine which of those factors are most important. Some sources say that a shorter book has more chance of success, some attribute a book's success to the month it is published, or perhaps the author of a book plays a role in how popular the book will be. As a researcher for the publishing company, you will find data and sources to investigate the most important factors in producing a best seller so that the publishers can have the most success.

## Deliverable

You will produce a report analyzing the relationship between the popularity of a book and various specifics of the book, such as date published, author, number of pages, language, and any others. Your results should be packaged as a slideshow that you would present to your employers showing the relationships between the various factors and what you have discovered to be the most important of them. You can find the materials needed to produce this deliverable in the Materials folder of the repository.