

## Scholastic Analytics Challenge

### What will the children's book market look like in the future?



Scholastic is a major international publishing, educational, and media company with a focus on books and educational materials designed to support children's literacy and cultivate a passion for reading and knowledge which will continue throughout life. Scholastic's mission is driven by its credo [LINK](#) which articulates this goal for the company.

Scholastic has many different channels through which it distributes the books it publishes. At times these channels work collaboratively to reach new customers in different ways, but at times there can be significant overlap between these channels. Through analyzing the interactions of these channels Scholastic seeks to better understand the children's book market, vis-a-vis demographics, geography, genre, and price.

In the spirit of Scholastic's mission of cultivating learning, the provided data is presented in a realistic manner, as a small snapshot of Scholastic's sales between two separate distribution channels across the nation. In an effort to make this a realistic scenario, the data presented is not fully cleaned and there are many additional interesting variables which it is the job of the analyst to identify and evaluate.

Start your analysis by answering question 1 below, and then answer at least one or more of the remaining questions.

1. What trends do you see in the data, among / demographics, genre/ theme, and price?
2. What does the data suggest about Scholastic's distribution channels, and how would you recommend structuring a distribution strategy?
3. What other publically available data can you append (Census, state, region, etc.), to provide further insight?
4. Formulate a unified strategy for marketing between the two channels.
5. Where are there areas of significant overlap between the channels, and what strategy do you suggest to prevent unintentional competition between channels?

\*Please note that the distribution channels have been intentionally obfuscated as CHANNEL 1 and CHANNEL 2. The data selected should be considered a representative sample of the differing activity of both channels in delivering products to consumers.

[Scholastic Challenge Dataset.zip](#)

[Data Dictionary.xlsx](#)

#### What you should submit

- The story: A graphic that reflects the major findings of your data analysis.
- It must be a static image in PDF format
- No interactive content will be accepted (such as JavaScript or videos).
- It can be in the form of charts, diagrams, or an infographic.
- The background page: A brief description, one single-spaced page or less, describing what you prepared for the analysis and graphic.
  - Highlight how your analysis helped you arrive at your conclusions.

- Highlight how your graphic illustrates your key findings.
- The one-page description must also be in PDF format. There are free tools that do this, such as PDF Creator.