

NYT Data

Exploratory Data Analysis 08/24



01

Sources and Definitions

Where is this data coming from?



Aug 30, 2015 - Aug 11, 2024



Weekly, 10 Books



Hard Cover



Middle Grade



Fiction & Nonfiction



NO Series

Only first two books



NO Graphic Novels

BOOKS | BEST SELLERS

Children's Middle Grade Hardcover

FICTION | NONFICTION | CHILDREN'S | MONTHLY LIST

When you purchase an independently ranked book through our site, we earn an affiliate commission.

1 453 WEEKS ON THE LIST

WONDER

by R.J. Palacio | Knopf

A boy with a facial deformity starts school. (Ages 8 to 12)

[BUY ▾](#) [Read Review](#)



2 25 WEEKS ON THE LIST

HEROES

by Alan Gratz | Scholastic

The friends Frank and Stanley give a vivid account of the Pearl Harbor attack. (Ages 8 to 12)

[BUY ▾](#)



3 267 WEEKS ON THE LIST

REFUGEE

by Alan Gratz | Scholastic

Three children in three different conflicts look for safe haven. (Ages 9 to 12)

[BUY ▾](#)



4 65 WEEKS ON THE LIST

THE SUN AND THE STAR

by Rick Riordan and Mark Oshiro | Disney Hyperion

The demigods Will and Nico embark on a dangerous journey to the Underworld to rescue an old friend. (Ages 10 to 14)

[BUY ▾](#)



5 41 WEEKS ON THE LIST

WINGS OF FIRE: A GUIDE TO THE DRAGON WORLD



Amazon

Publisher Generated



Title



Pages



ISBN-13



Publisher



Publish Date



Categories

Amazon Prime Deliver to STACY Kernersville 27284 All wonder

All Same-Day Delivery Medical Care Amazon Basics Today's Deals Keep Shopping For Best Sellers Shop By Interest Livestreams Household, Health & Baby Care Amazon Business F

Buy a Kindle Kindle Rewards Kindle eBooks Kindle Unlimited Prime Reading Best Sellers & More Categories Kindle Vella Write-on eBooks Amazon Book Clubs Kindle Book Deals Kindle Singles

School Zone - Oba's Kindergarten... 46 \$17.49 prime Shop now

Back to results

Wonder Kindle Edition
by R. J. Palacio (Author) Format: Kindle Edition
4.7 4.7 out of 5 stars 66,485 ratings 4.4 on Goodreads 1,109,955 ratings
Book 1 of 1: Wonder
#1 Best Seller In Children's Disease Books See all formats and editions

Vermont Golden Dome Book Award Winner, 2014

#1 NEW YORK TIMES BESTSELLER • Millions of people have fallen in love with Auggie Pullman, an ordinary boy with an extraordinary face—who shows us that kindness brings us together no matter how far apart we are. Read the book that inspired the Choose Kind movement, a major motion picture, and the critically acclaimed graphic novel *White Bird*.

And don't miss R.J. Palacio's highly anticipated new novel, *Pony*, available now!

I won't describe what I look like. Whatever you're thinking, it's probably worse.

August Pullman was born with a facial difference that, up until now, has prevented him from school. Starting 5th grade at Beecher Prep, he wants nothing more than to be treated as an new classmates can't get past Auggie's extraordinary face. Beginning from Auggie's point of include his classmates, his sister, her boyfriend, and others, the perspectives converge to for
Read more

Lexile measure Publisher Publication date Page Flip

Follow the author

Look inside Audible sample

Product details

ASIN : B0051ANPZC
Publisher : Knopf Books for Young Readers; 1st edition
Publication date : February 14, 2012
Language : English
File size : 8580 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
X-Ray : Enabled
Word Wise : Enabled
Sticky notes : On Kindle Scribe
Print length : 100 pages
Page numbers source ISBN : 1514355728
Best Sellers Rank: #29,811 in Kindle Store (See Top 100)
#1 in Children's Disease Books
#1 in Children's eBooks on Disability
#21 in Children's Books on Diseases & Physical Illness
Customer Reviews: 4.7 4.7 out of 5 stars 66,485 ratings

GoodReads

User Generated

 Title

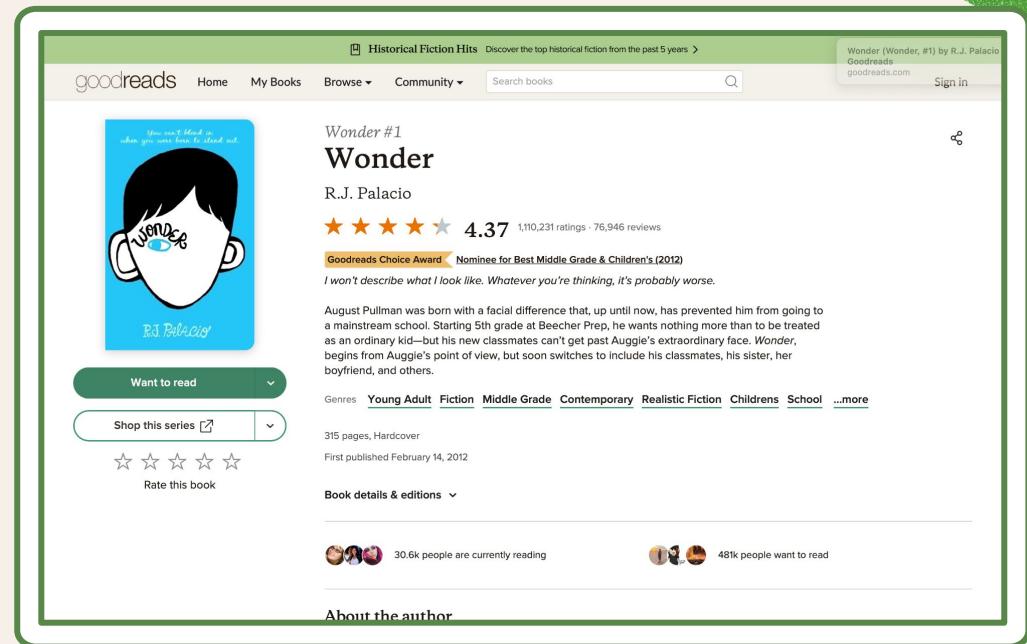
 Authors

 Stars

 Number of Ratings

 Number of Reviews

 Tags

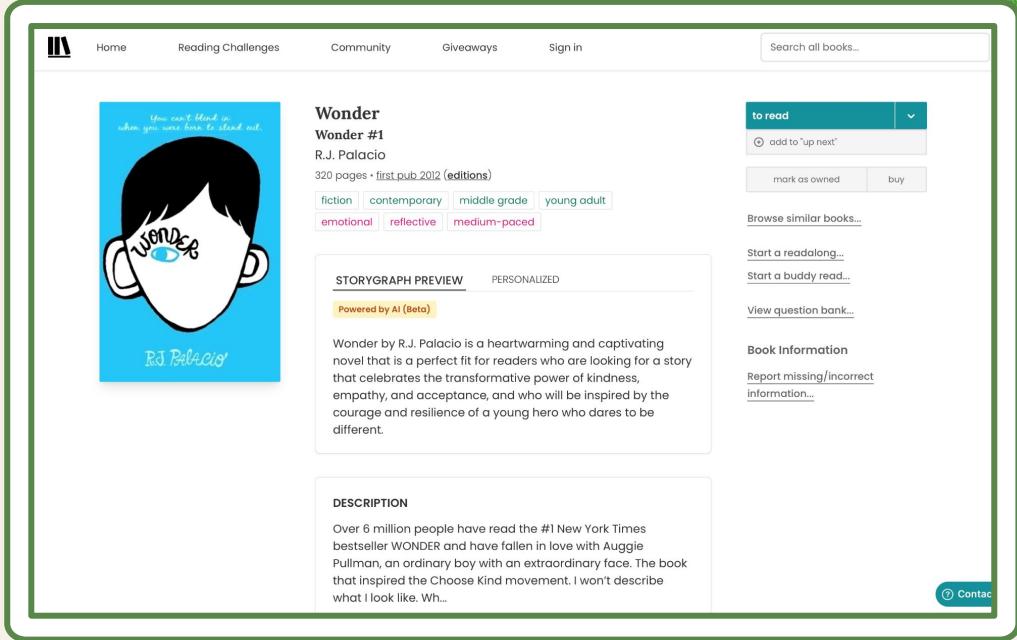


The screenshot shows the GoodReads book page for "Wonder" by R.J. Palacio. At the top, there's a navigation bar with links for Home, My Books, Browse, Community, and a search bar. The main content area features the book cover of "Wonder" (a blue book with a white face on it) and the title "Wonder #1 Wonder" by R.J. Palacio. It has a rating of 4.37 stars from 1,102,231 ratings and 76,946 reviews. A "Goodreads Choice Award" badge indicates it was nominated for Best Middle Grade & Children's (2012). Below the summary, there's a quote: "I won't describe what I look like. Whatever you're thinking, it's probably worse." The book is categorized under Young Adult, Fiction, Middle Grade, Contemporary, Realistic Fiction, Childrens, and School. It has 315 pages and was first published on February 14, 2012. There are sections for "Want to read", "Shop this series", and "Rate this book". At the bottom, it shows that 30.6k people are currently reading the book and 481k people want to read it. There's also a section for "About the author".

StoryGraph

User Generated

-  **Title**
-  **Stars**
-  **Number of Reviews**
-  **Pages**
-  **Genres**
-  **Moods**
-  **Pace**
-  **Review Questions**
-  **Content Warnings**



The screenshot shows the StoryGraph interface for the book "Wonder" by R.J. Palacio. At the top, there's a navigation bar with "Home", "Reading Challenges", "Community", "Giveaways", "Sign in", and a search bar. Below the navigation is a teal header for "Wonder" with the subtitle "Wonder #1" and author "R.J. Palacio". It shows "320 pages • first pub 2012 (editions)". Below the header are genre tags: fiction, contemporary, middle grade, young adult, emotional, reflective, and medium-paced. A "STORYGRAPH PREVIEW" section is labeled as "PERSONALIZED" and "Powered by AI (Beta)". It contains a quote: "You can't blend in when you were born to stand out." and a small image of a boy with a mask. The main description below the preview reads: "Wonder by R.J. Palacio is a heartwarming and captivating novel that is a perfect fit for readers who are looking for a story that celebrates the transformative power of kindness, empathy, and acceptance, and who will be inspired by the courage and resilience of a young hero who dares to be different." On the right side, there are several call-to-action buttons: "to read", "mark as owned", "buy", "Browse similar books...", "Start a readalong...", "Start a buddy read...", "View question bank...", "Book Information", and "Report missing/incorrect information...". A "Contact" button is at the bottom right.

StoryGraph

User Generated

Moods Voting Pace Voting

-  Plot or Character Driven?
-  Strong Character Development?
-  Loveable Characters?
-  Diverse Cast of Characters?
-  Flaws of Characters a Main Focus?

-  Content Warnings

COMMUNITY REVIEWS SUMMARY OF 67,438 REVIEWS

Moods	Pace
emotional 82%	medium 52%
inspiring 75%	fast 42%
hopeful 65%	slow 5%
funny 44%	
reflective 42%	
lighthearted 34%	
sad 28%	
challenging 13%	
informative 10%	
adventurous 7%	
relaxing 7%	
tense 2%	
dark 1%	

Plot- or character-driven?
Character: 79% | A mix: 17% | Plot: 2%

Strong character development?
Yes: 92% | It's complicated: 4% | No: 2%

Loveable characters?
Yes: 92% | It's complicated: 5% | No: 1%

Diverse cast of characters?
Yes: 73% | No: 11% | It's complicated: 10% | N/A: 3%

Flaws of characters a main focus?
Yes: 67% | It's complicated: 19% | No: 9% | N/A: 2%

Average rating
4.29 ★

[SEE ALL REVIEWS...](#)

CONTENT WARNINGS

Submitted by users as part of their reviews

▼ View summary

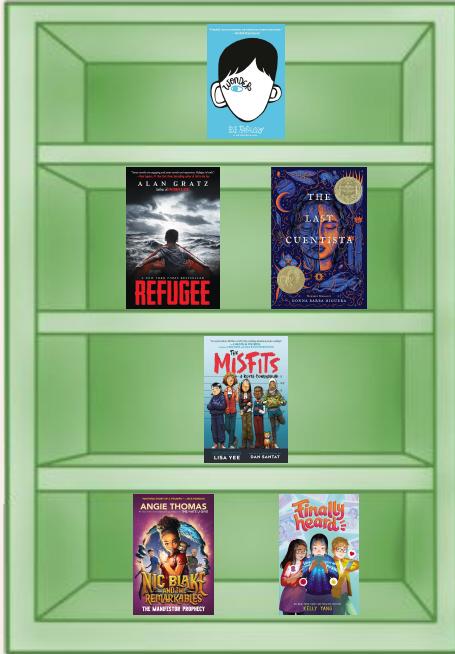
Graphic
Bullying, Ableism, Body shaming

Moderate
Animal death, Medical content, Violence

Minor
Death, Suicide, Grief

[SEE ALL...](#)

Unweighted vs Weighted



For our **unweighted** data set, we take **ONE** copy of every book that has ever been on the NYT bestsellers list and add it to the book shelf.



For our **weighted** data set, every week we add the current 10 NYT bestsellers to the book shelf. There is one copy of the book for each week it's on the list.



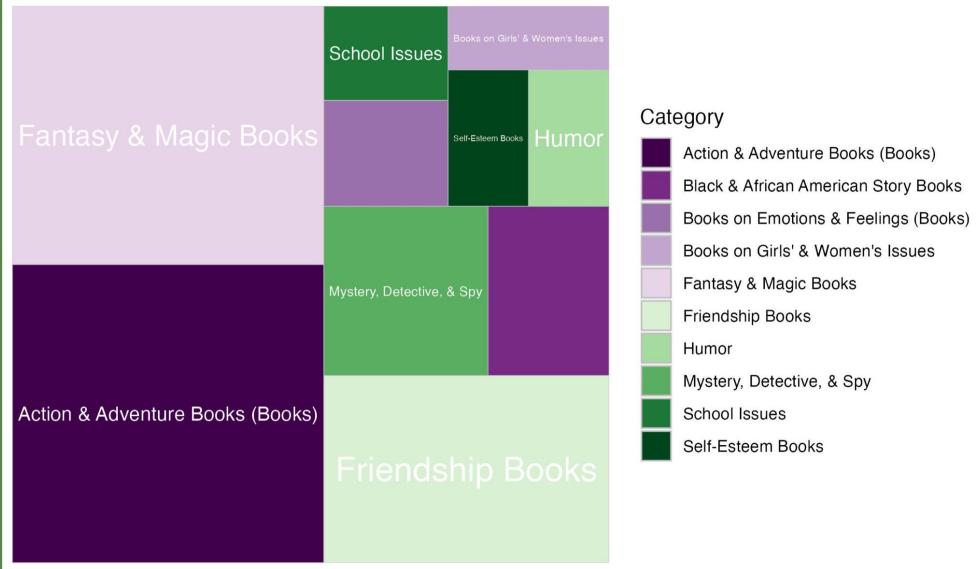
02

Categorical Variables

Categories, Tags, Genres, and Moods

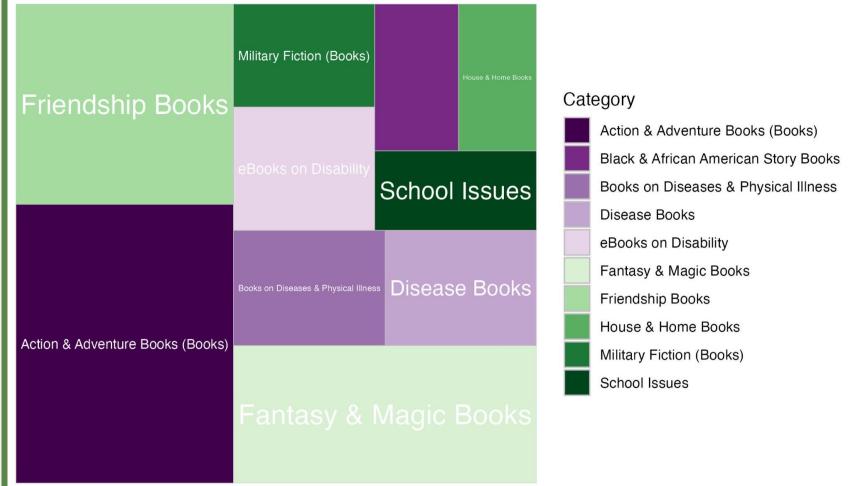
Categories

Most Frequent Amazon Categories



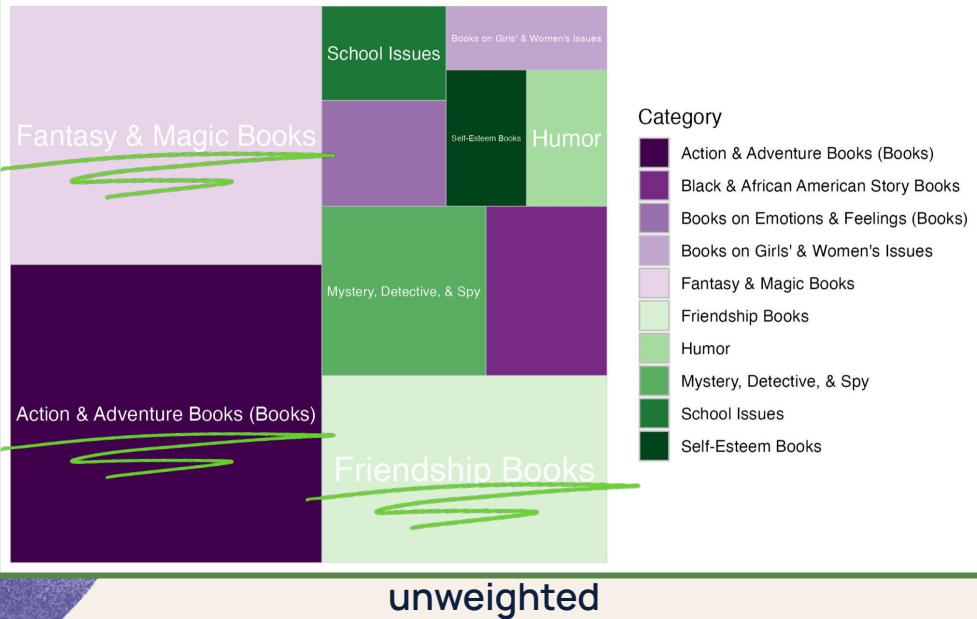
weighted

Most Frequent Amazon Categories (Weighted)



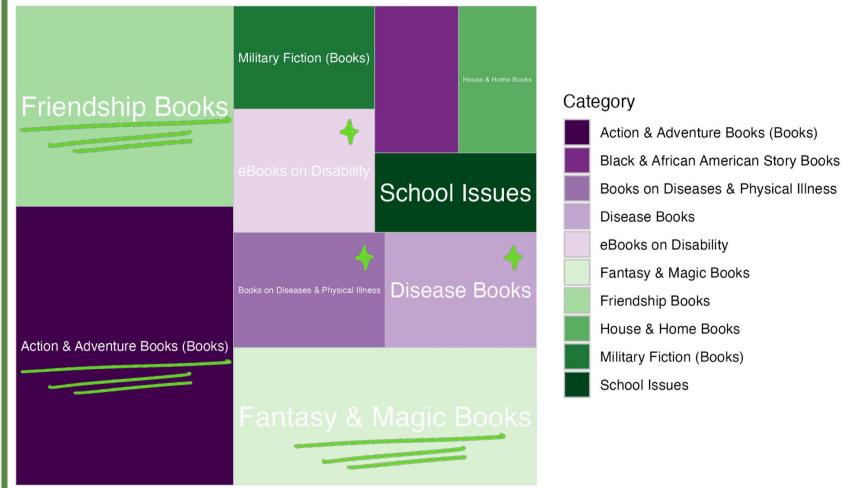
Categories

Most Frequent Amazon Categories



weighted

Most Frequent Amazon Categories (Weighted)



(unweighted)

Categories

Most Frequent Amazon Categories 2024



2024

2023

Most Frequent Amazon Categories 2023



(unweighted)

Categories

Most Frequent Amazon Categories 2024



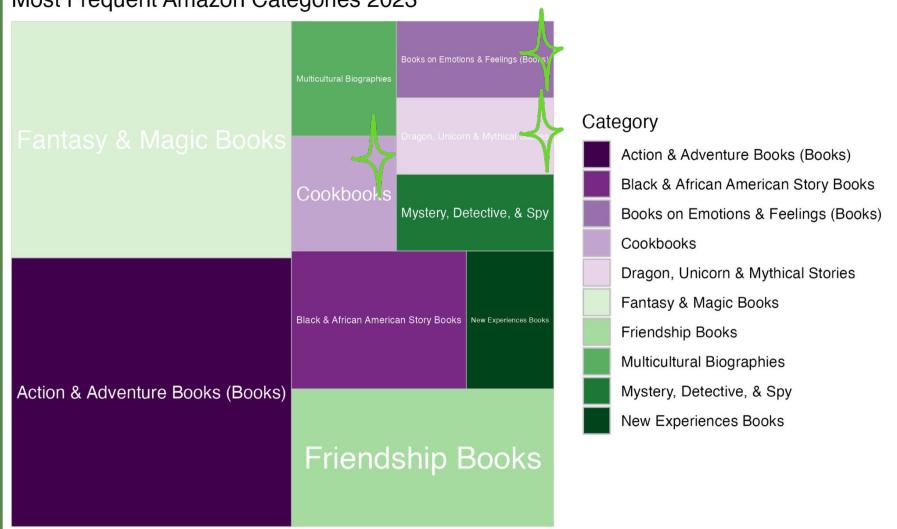
2024

OUT
Cookbooks
Dragons and Unicorns
Emotions and Feelings

IN
Military Fiction
Dogs
Death & Dying

2023

Most Frequent Amazon Categories 2023



Tags

Most Frequent GoodReads Categories



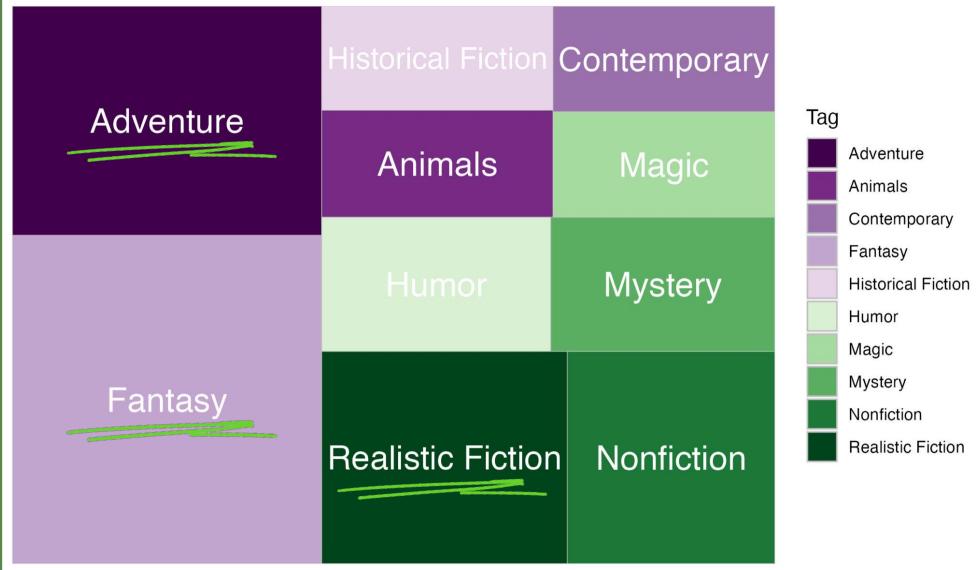
weighted

Most Frequent GoodReads Tags (Weighted)



Tags

Most Frequent GoodReads Categories



unweighted

weighted

Most Frequent GoodReads Tags (Weighted)



(unweighted)

Tags

Most Frequent GoodReads Tags 2024



2024

2023

Most Frequent GoodReads Tags 2023



(unweighted)

Tags

Most Frequent GoodReads Tags 2024



2024

OUT
Magic
Science Fiction

IN
History
Contemporary

2023

Most Frequent GoodReads Tags 2023



Genres

Most Frequent StoryGraph Genres



weighted

Most Frequent StoryGraph Genres (Weighted)



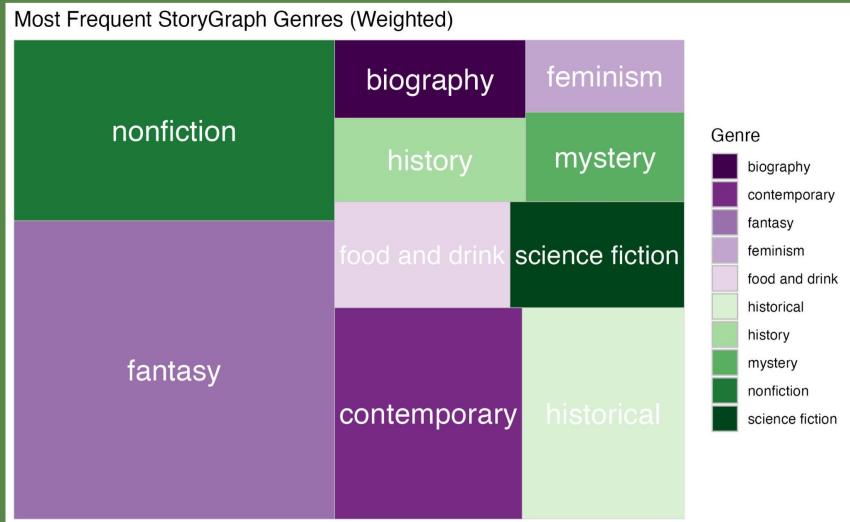
Genres

Most Frequent StoryGraph Genres



unweighted

Most Frequent StoryGraph Genres (Weighted)



weighted

(unweighted)

Genres

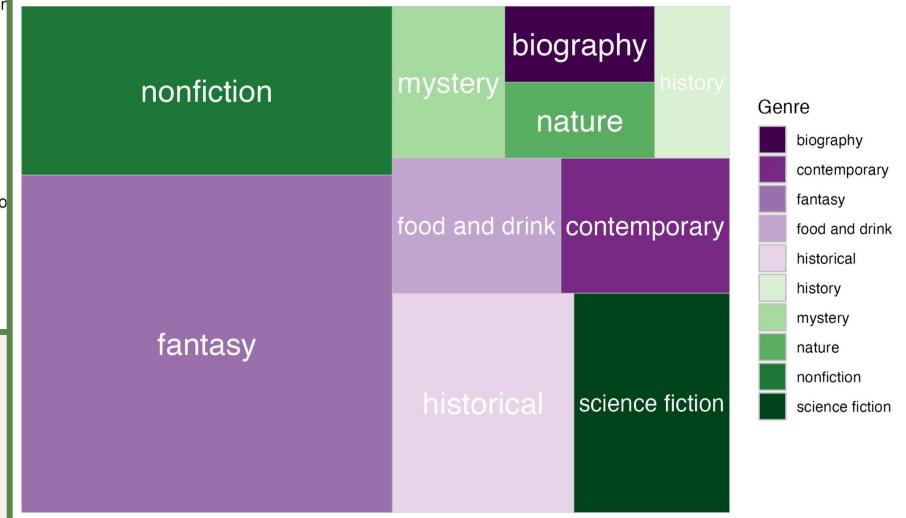
Most Frequent StoryGraph Genres 2024



2024

2023

Most Frequent StoryGraph Genres 2023



fantasy

historical

science fiction

contemporary

2023

(unweighted)

Genres

Most Frequent StoryGraph Genres 2024



2024

LOST
Fantasy
Science Fiction

GAIN
Historical

2023

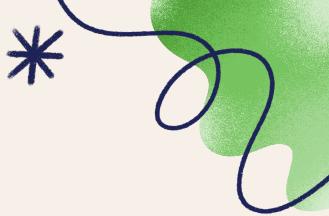
Most Frequent StoryGraph Genres 2023



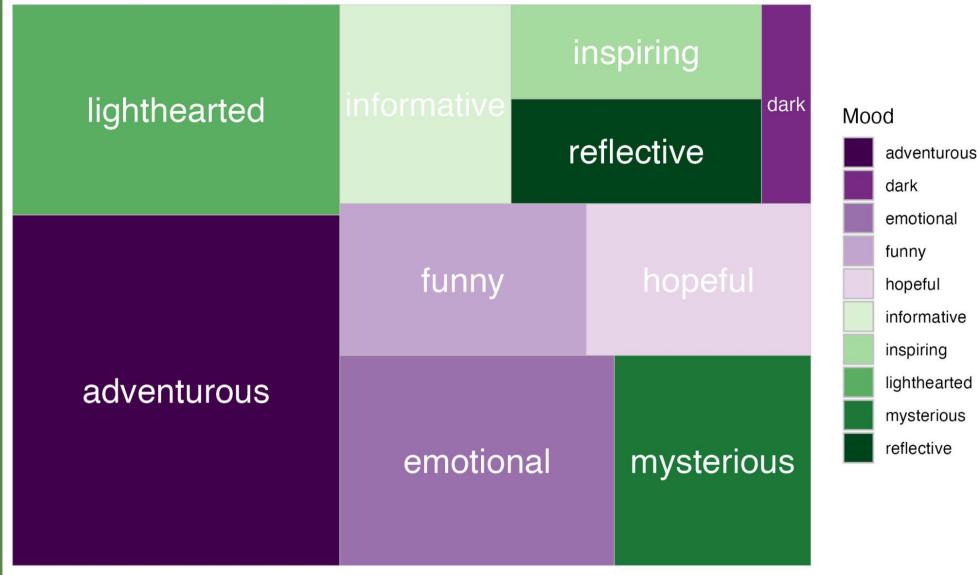
Genre

- biography
- contemporary
- fantasy
- food and drink
- historical
- history
- mystery
- nature
- nonfiction
- science fiction

Moods



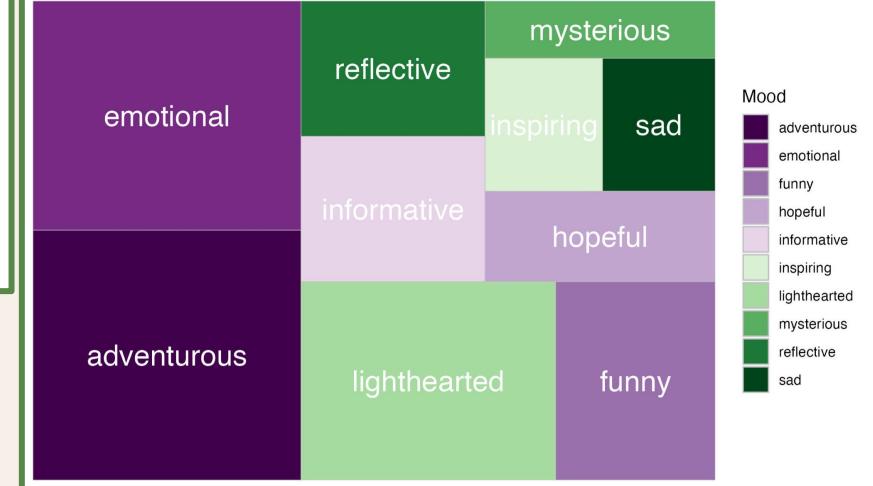
Most Frequent StoryGraph Moods



unweighted

weighted

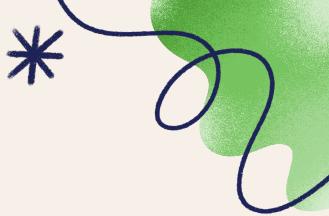
Most Frequent StoryGraph Moods (Weighted)



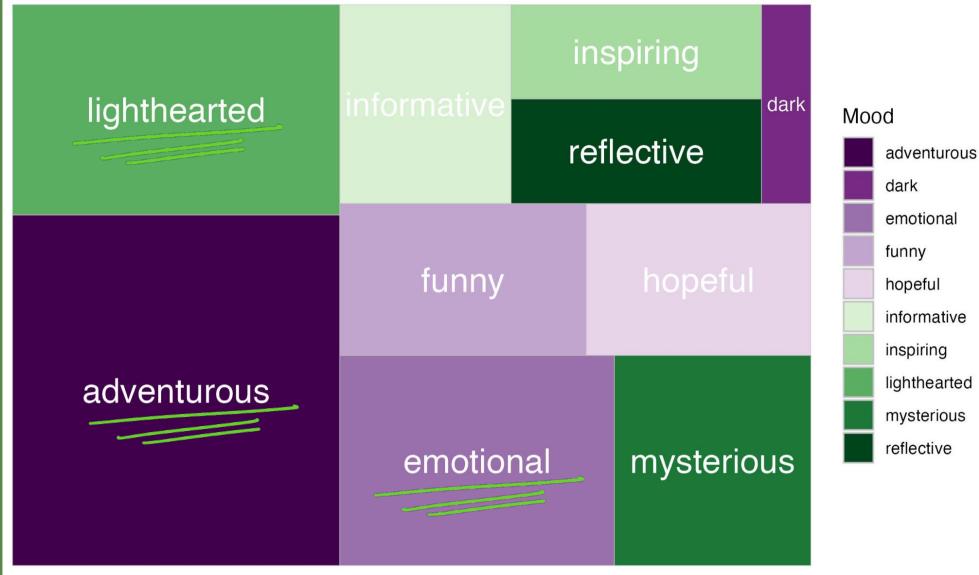
Mood

- adventurous
- emotional
- funny
- hopeful
- informative
- inspiring
- lighthearted
- mysterious
- reflective
- sad

Moods



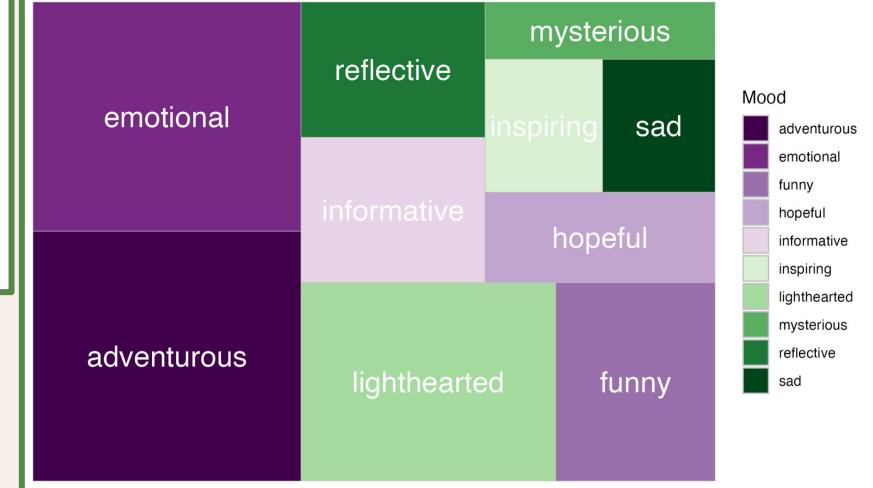
Most Frequent StoryGraph Moods



unweighted

weighted

Most Frequent StoryGraph Moods (Weighted)



(unweighted)

Moods

Most Frequent StoryGraph Moods 2024



2024

2023

Most Frequent StoryGraph Moods 2023



(unweighted)

Moods

Most Frequent StoryGraph Moods 2024



2024

OUT
Inspiring
Tense

IN
Sad
Dark

2023

Most Frequent StoryGraph Moods 2023



Mood

- adventurous
- emotional
- funny
- hopeful
- informative
- inspiring
- lighthearted
- mysterious
- reflective
- sad
- tense

Overall Observations

01 The Top

Fantasy and Adventure books are consistently the most frequent across sites, weighted/unweighted, and years. Realistic Fiction is usually high as well.

02 Growing

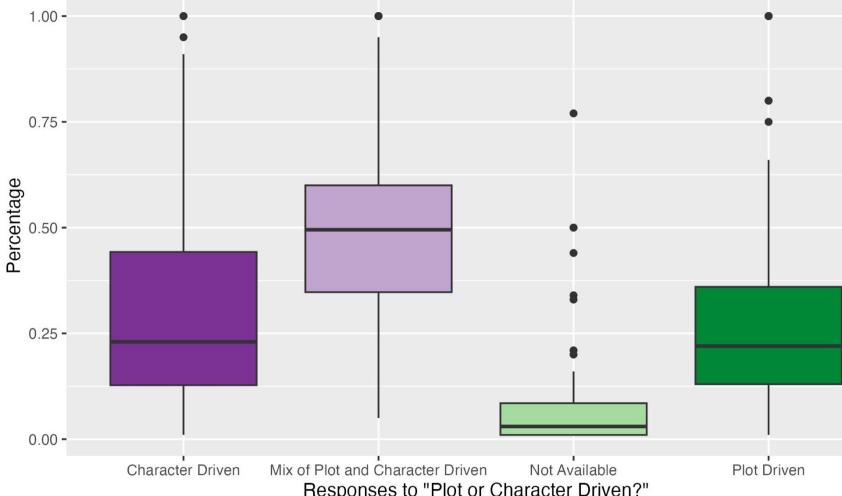
Nonfiction, specifically history is seeing a rise, as well as realistic fiction, and “dark” subject matters, like death.

03 Shrinking

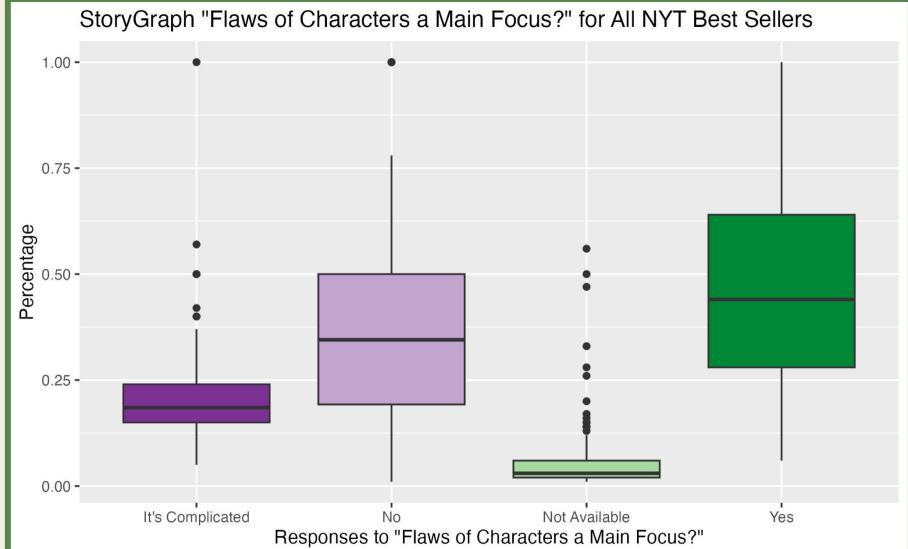
From 2023 to 2024 Fantasy, Adventure, and Science Fiction books have seen a slight drop.

StoryGraph Review Questions

StoryGraph "Plot or Character Driven?" for All NYT Best Sellers

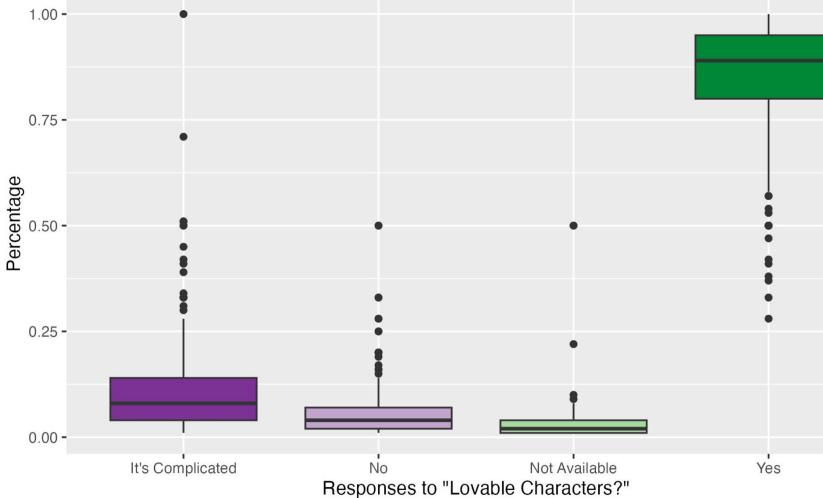


StoryGraph "Flaws of Characters a Main Focus?" for All NYT Best Sellers

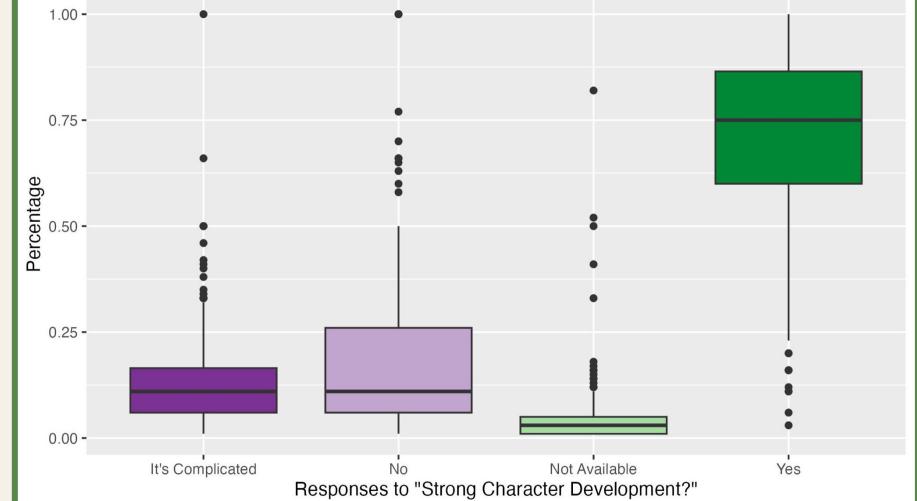


StoryGraph Review Questions

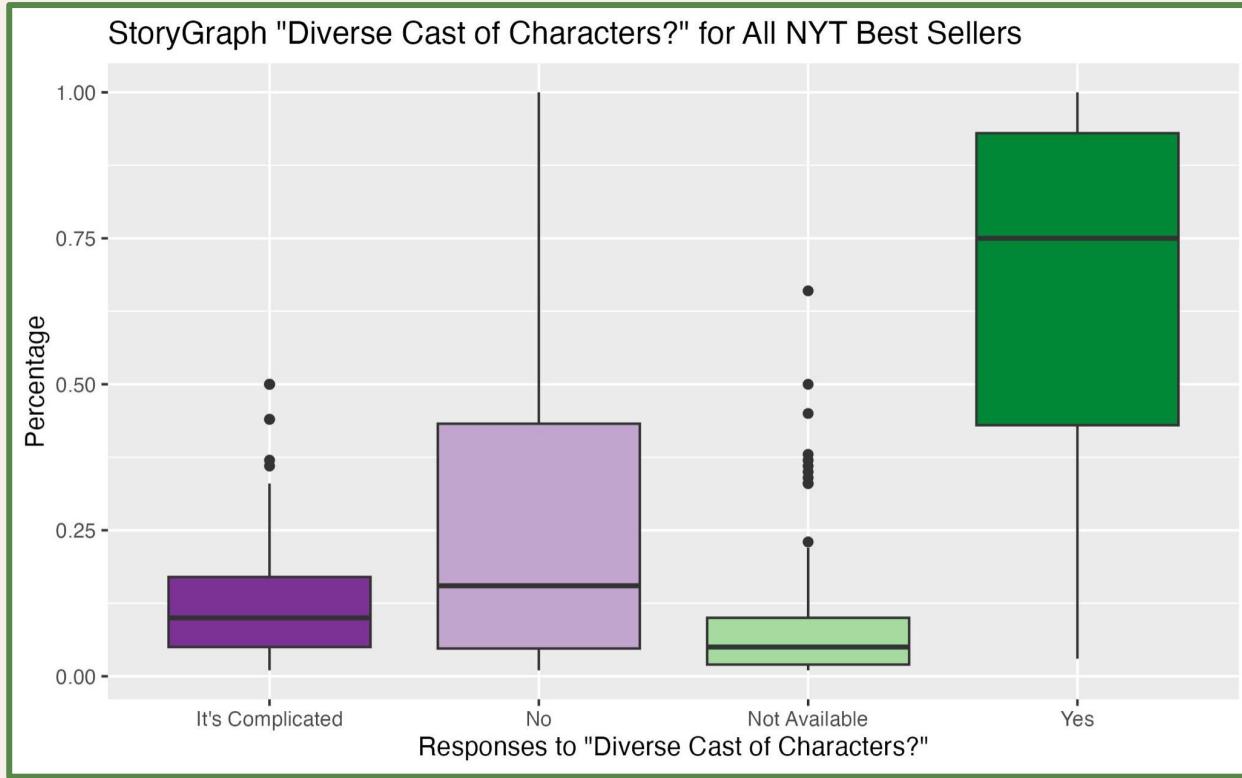
StoryGraph "Lovable Characters?" for All NYT Best Sellers



StoryGraph "Strong Character Development?" for All NYT Best Sellers



StoryGraph Review Questions





03

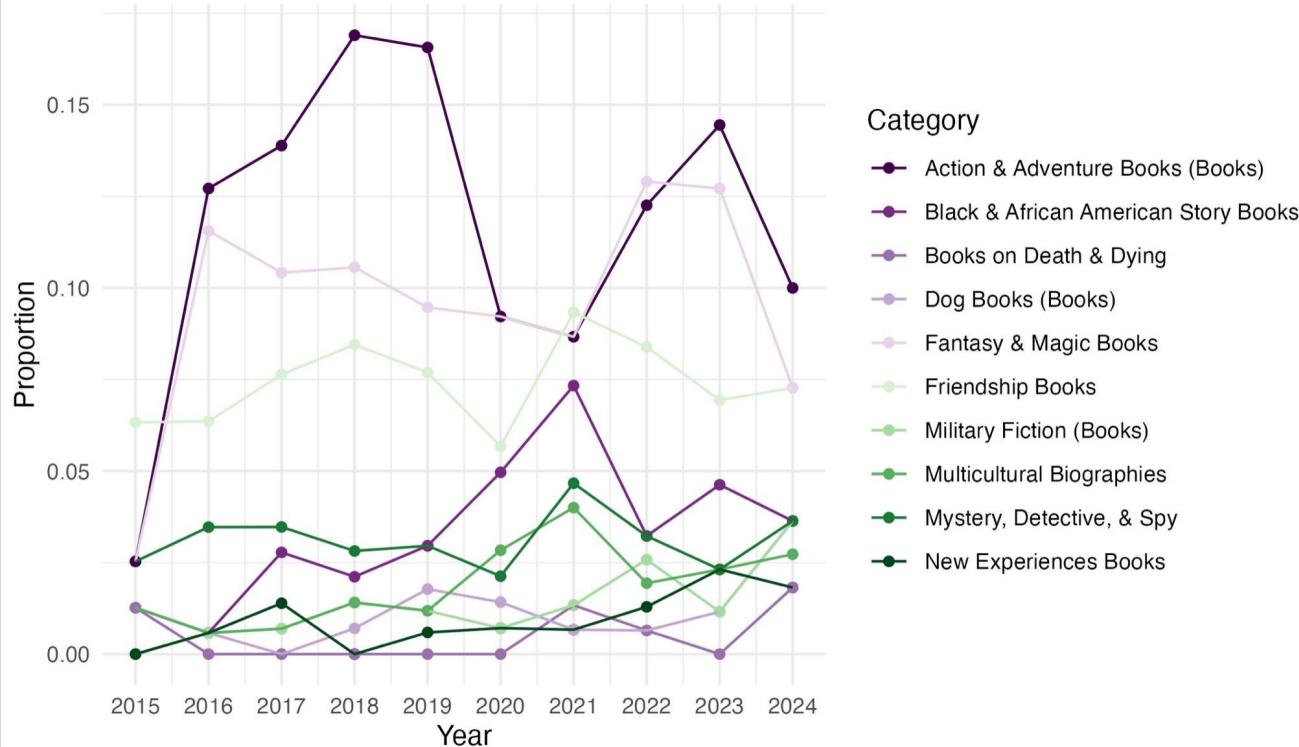
Over Time

Shifts in variables over years and months

(unweighted)

Categories, By Year

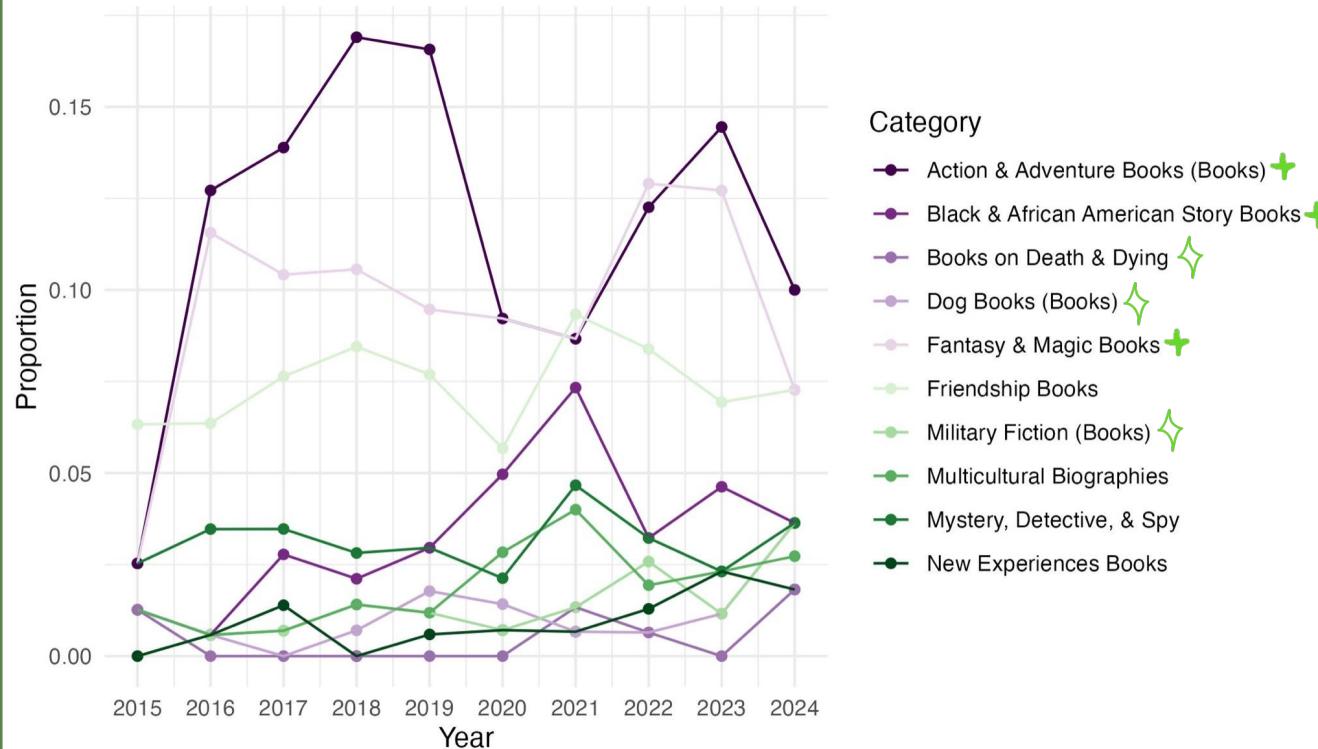
Prevalance of Top Amazon Categories from 2015 to 2024



(unweighted)

Categories, By Year

Prevalance of Top Amazon Categories from 2015 to 2024



Category

- Action & Adventure Books (Books)
- Black & African American Story Books
- Books on Death & Dying
- Dog Books (Books)
- Fantasy & Magic Books
- Friendship Books
- Military Fiction (Books)
- Multicultural Biographies
- Mystery, Detective, & Spy
- New Experiences Books



UP
Death & Dying
Dog
Military Fiction

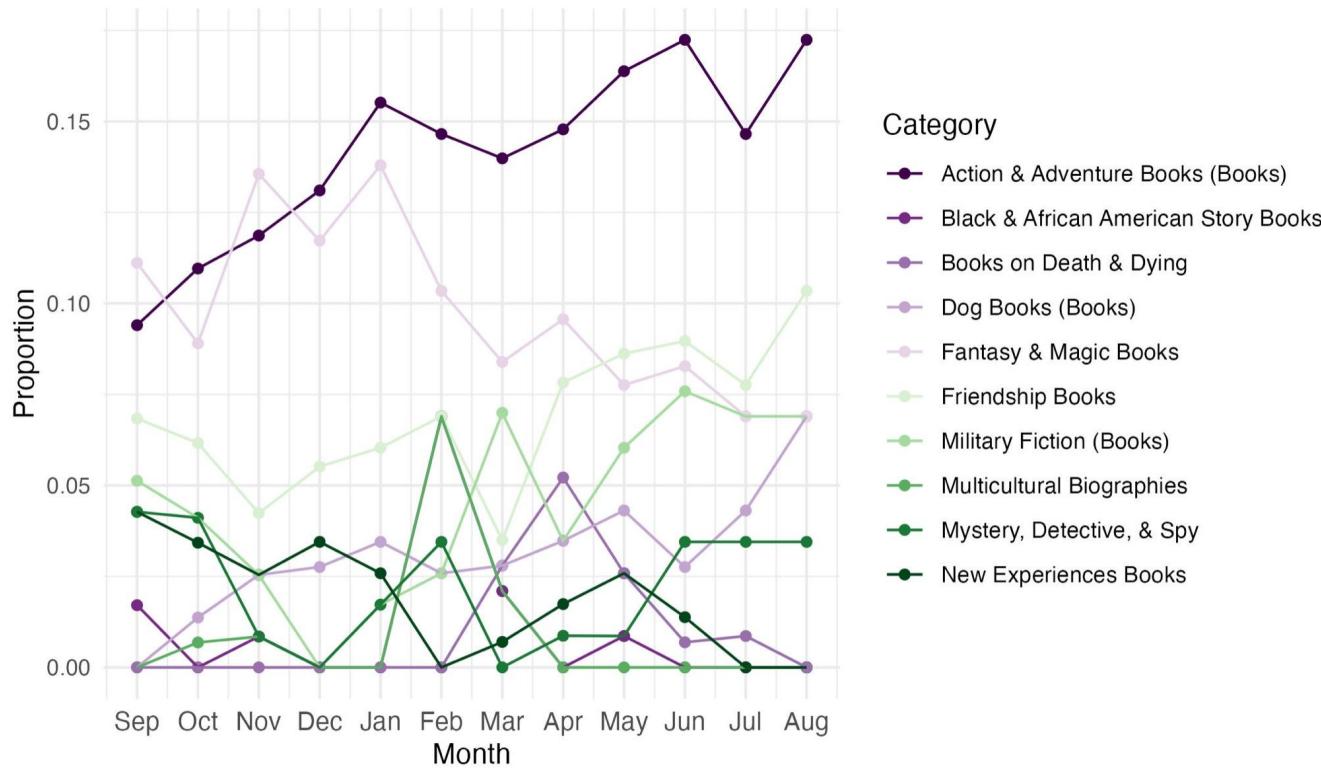


DOWN
Fantasy
Action & Adventure
Black

(weighted)

Categories, By Month

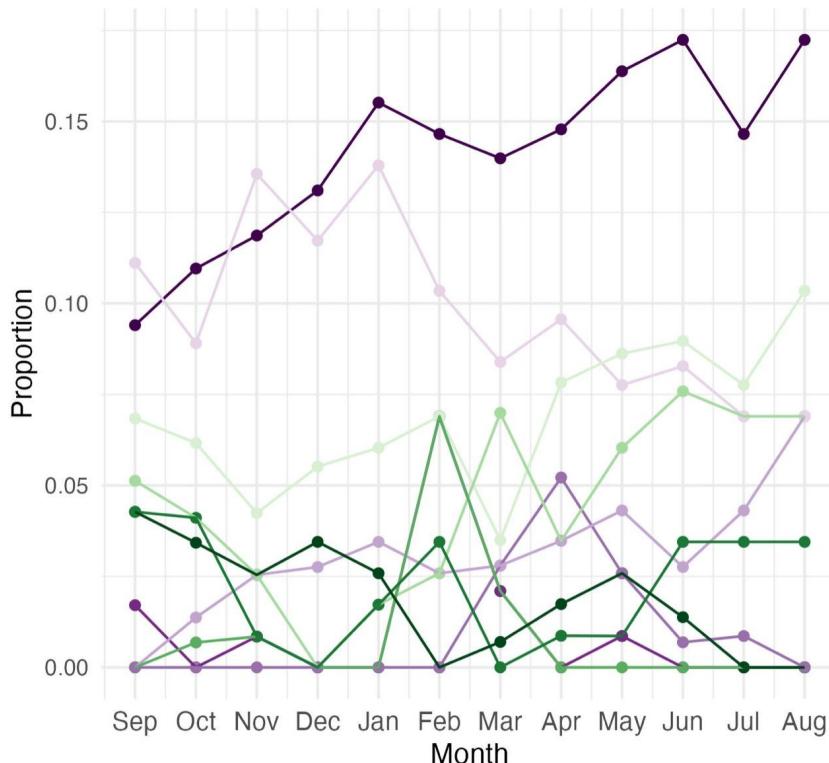
Top Amazon Categories by Month



(weighted)

Categories, By Month

Top Amazon Categories by Month



Category

- Action & Adventure Books (Books)
- Black & African American Story Books
- Books on Death & Dying
- Dog Books (Books)
- Fantasy & Magic Books
- Friendship Books
- Military Fiction (Books)
- Multicultural Biographies
- Mystery, Detective, & Spy
- New Experiences Books



UP

Action & Adventure
Friendship
Military
Dog



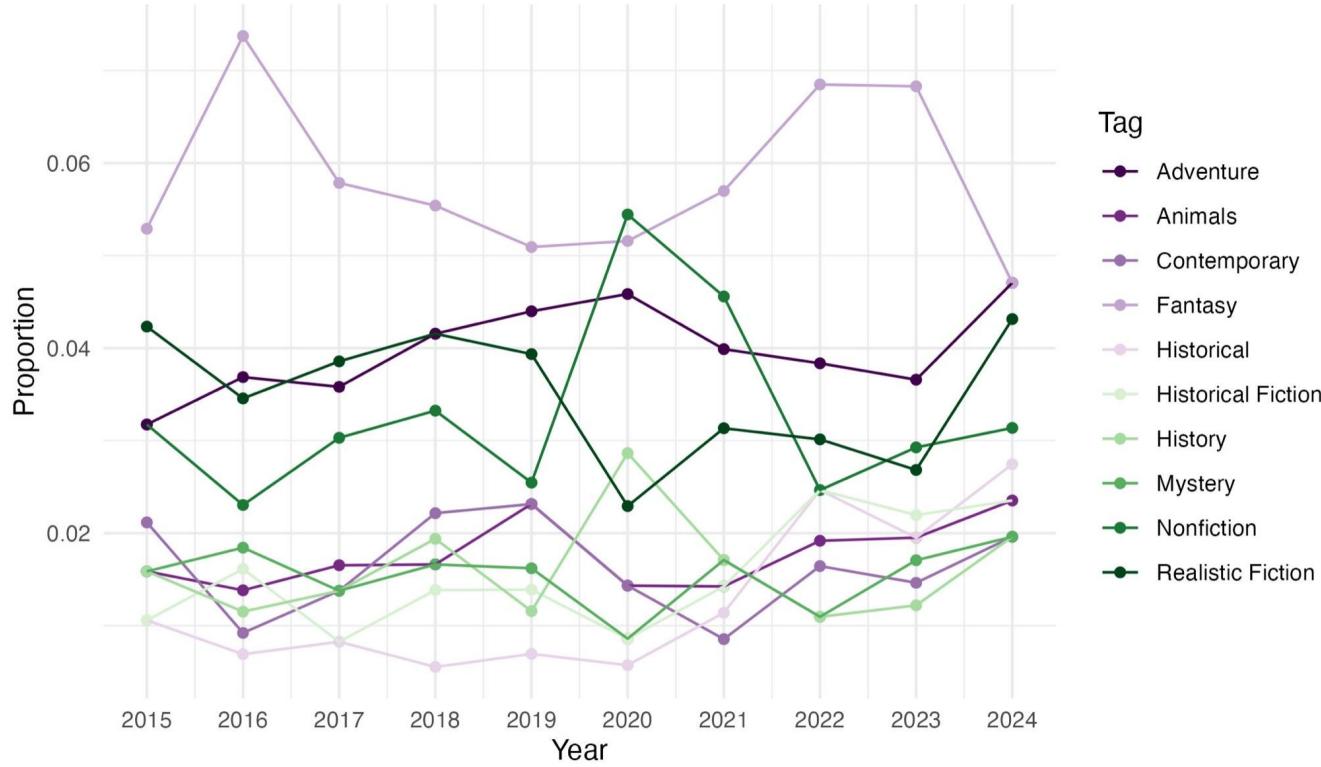
DOWN

Fantasy
Death & Dying
New Experiences

(unweighted)

Tags, By Year

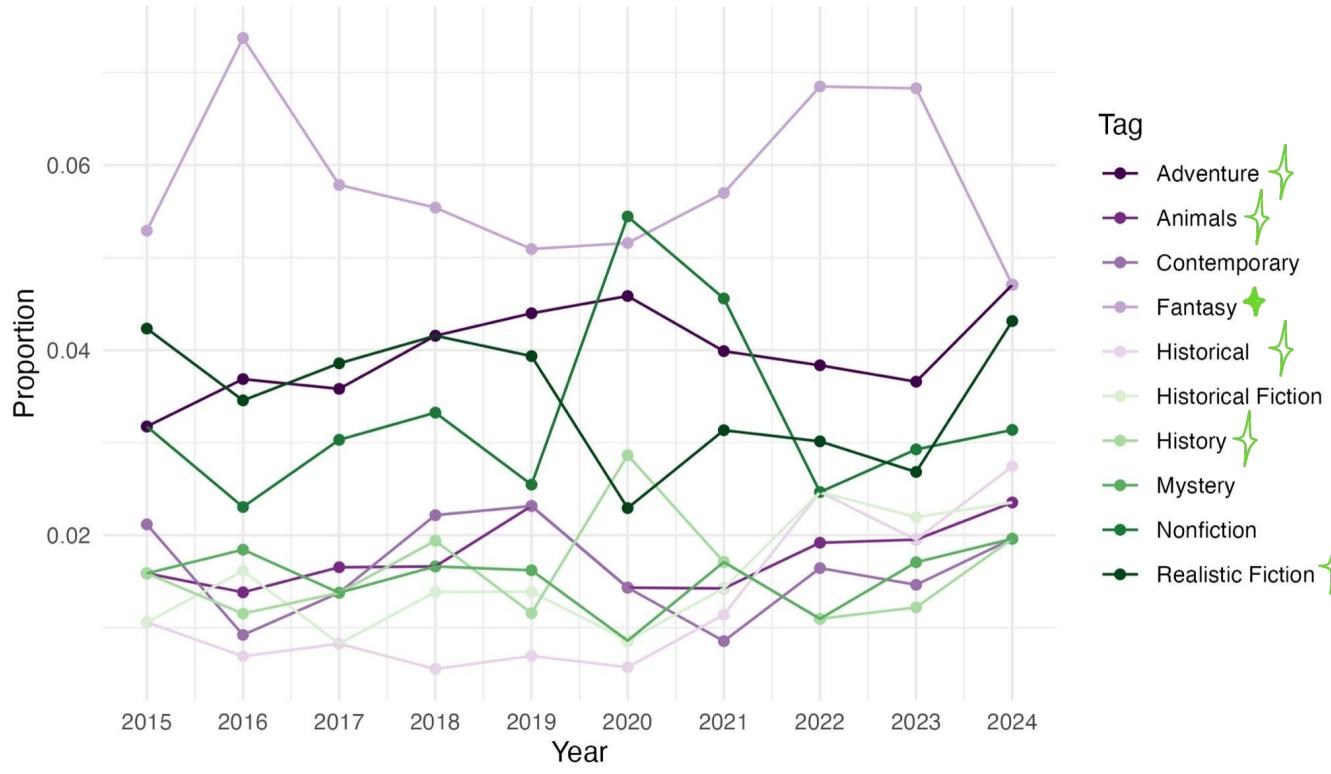
Prevalance of Top GoodReads Tags from 2015 to 2024



(unweighted)

Tags, By Year

Prevalance of Top GoodReads Tags from 2015 to 2024

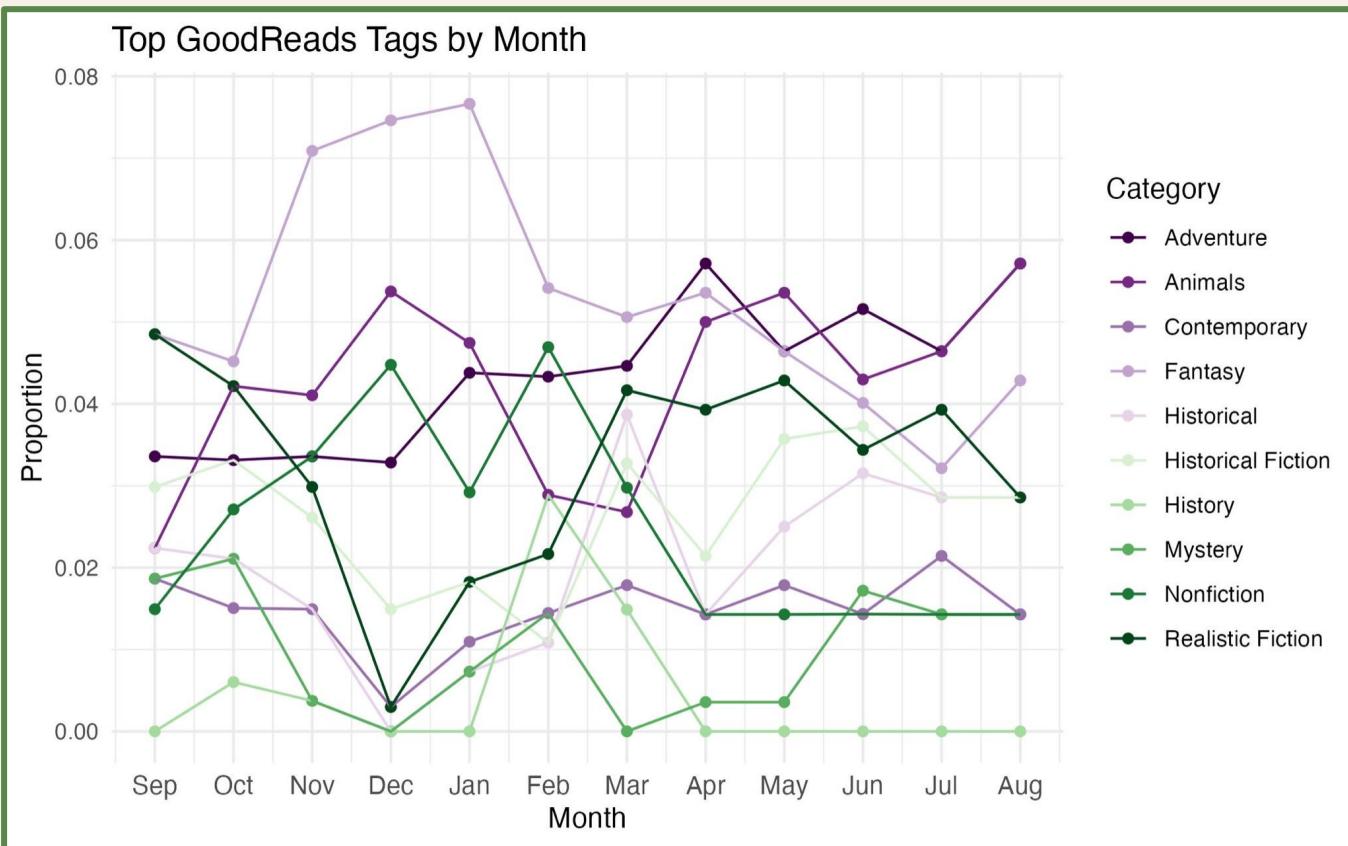


UP
Realistic Fiction
Adventure
Historical
History
Animals

DOWN
Fantasy

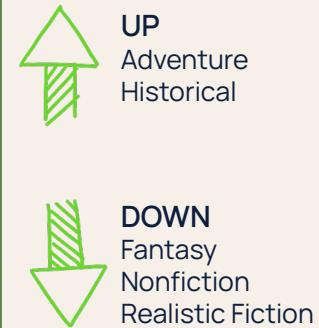
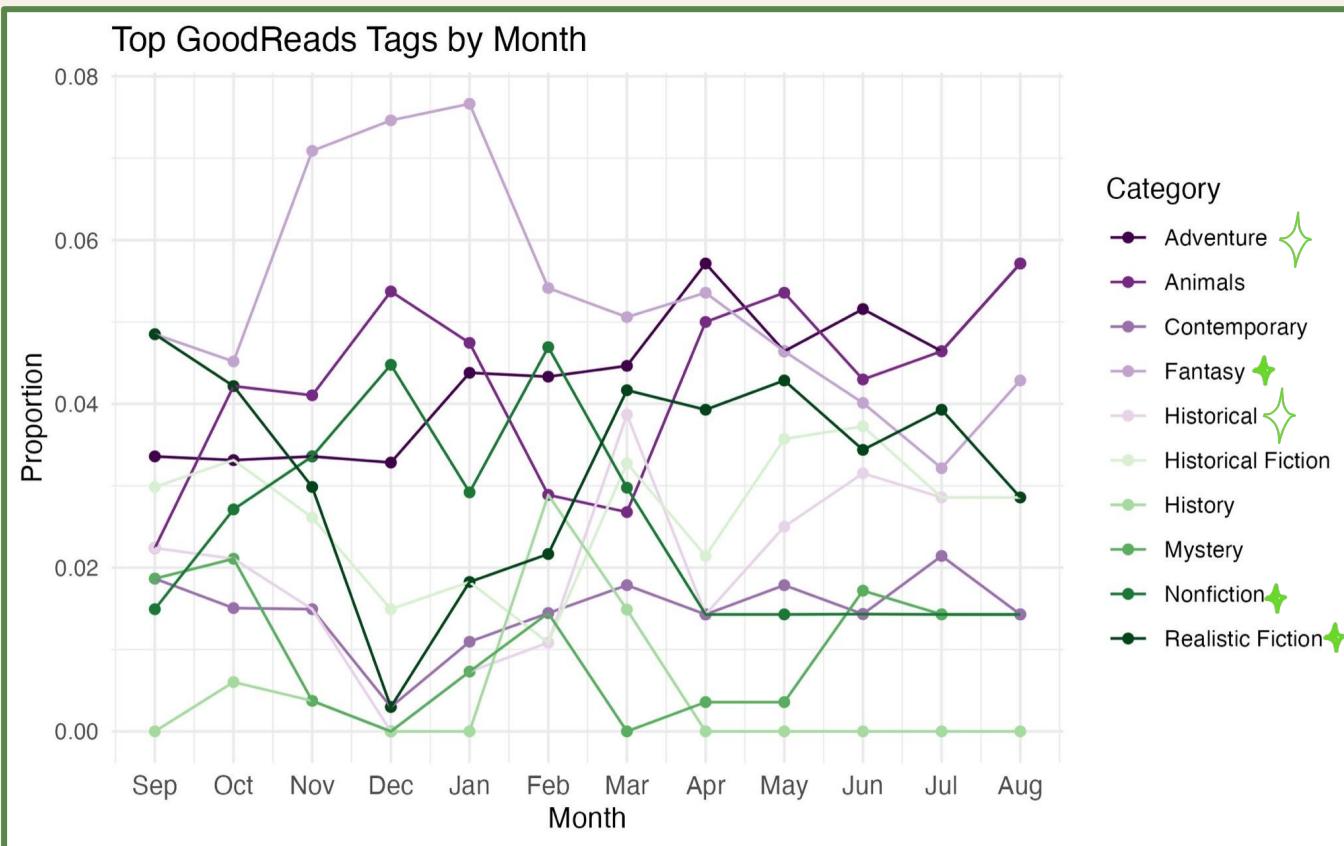
(weighted)

Tags, By Month



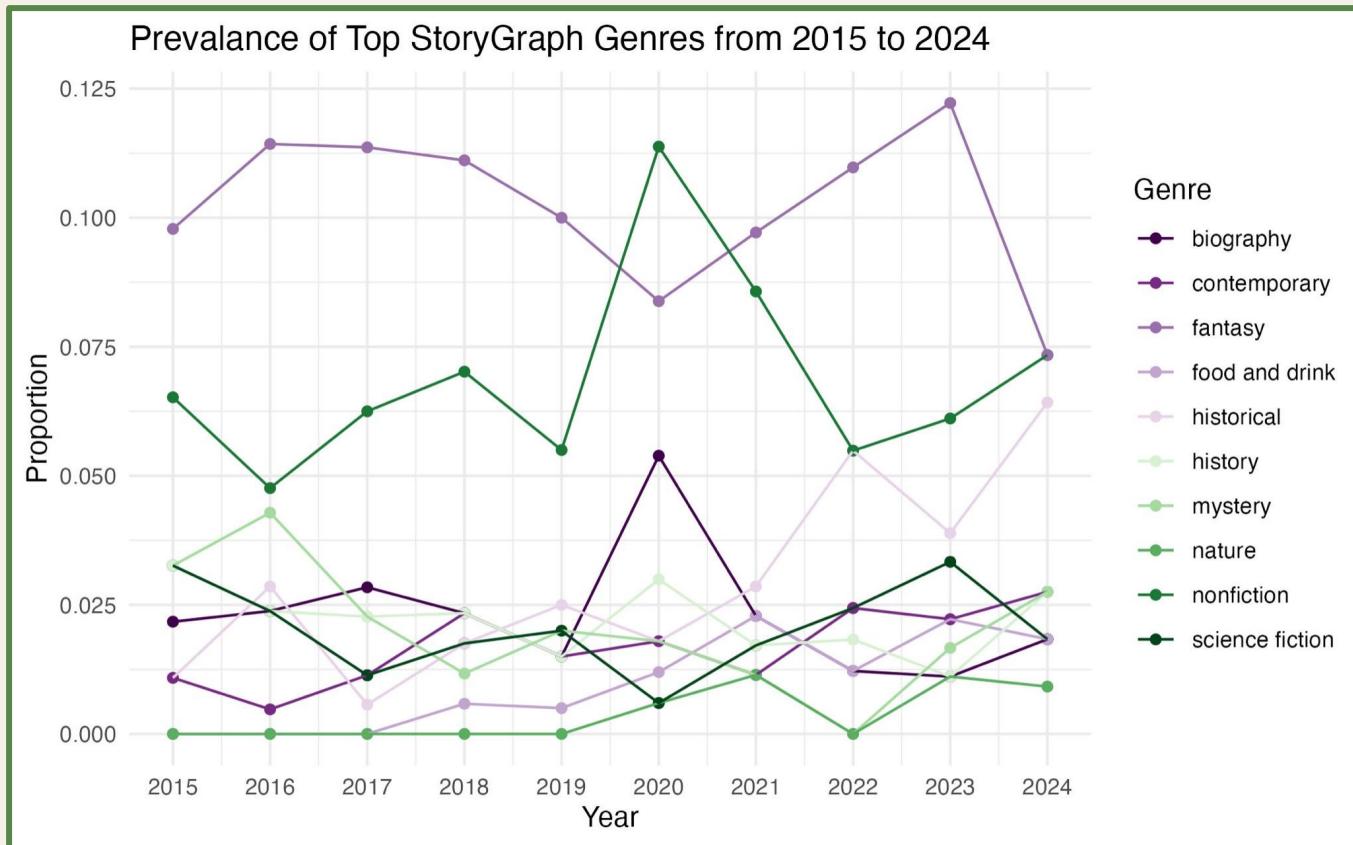
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Tags, By Month



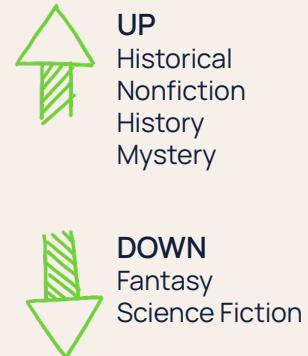
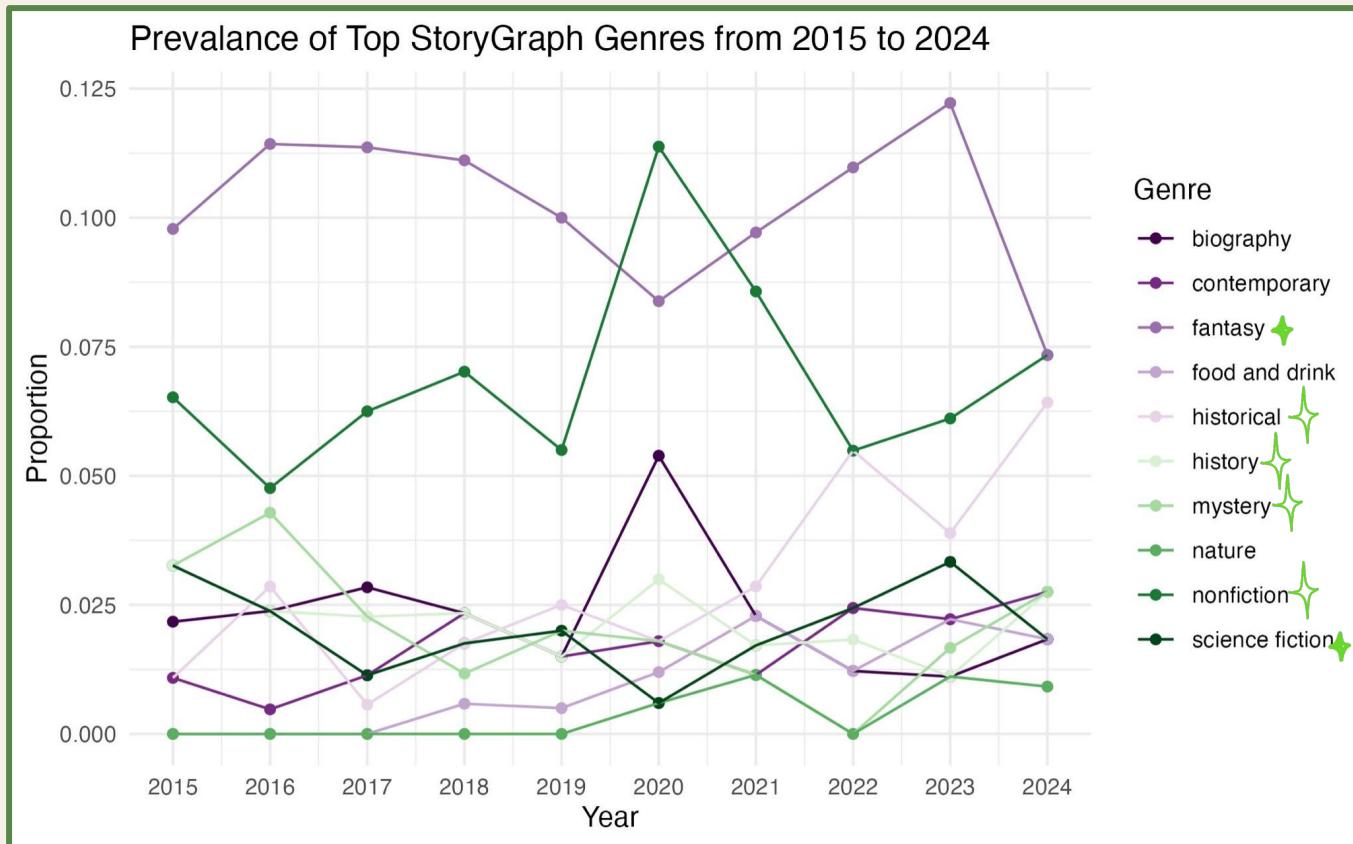
(unweighted)

Genres, By Year



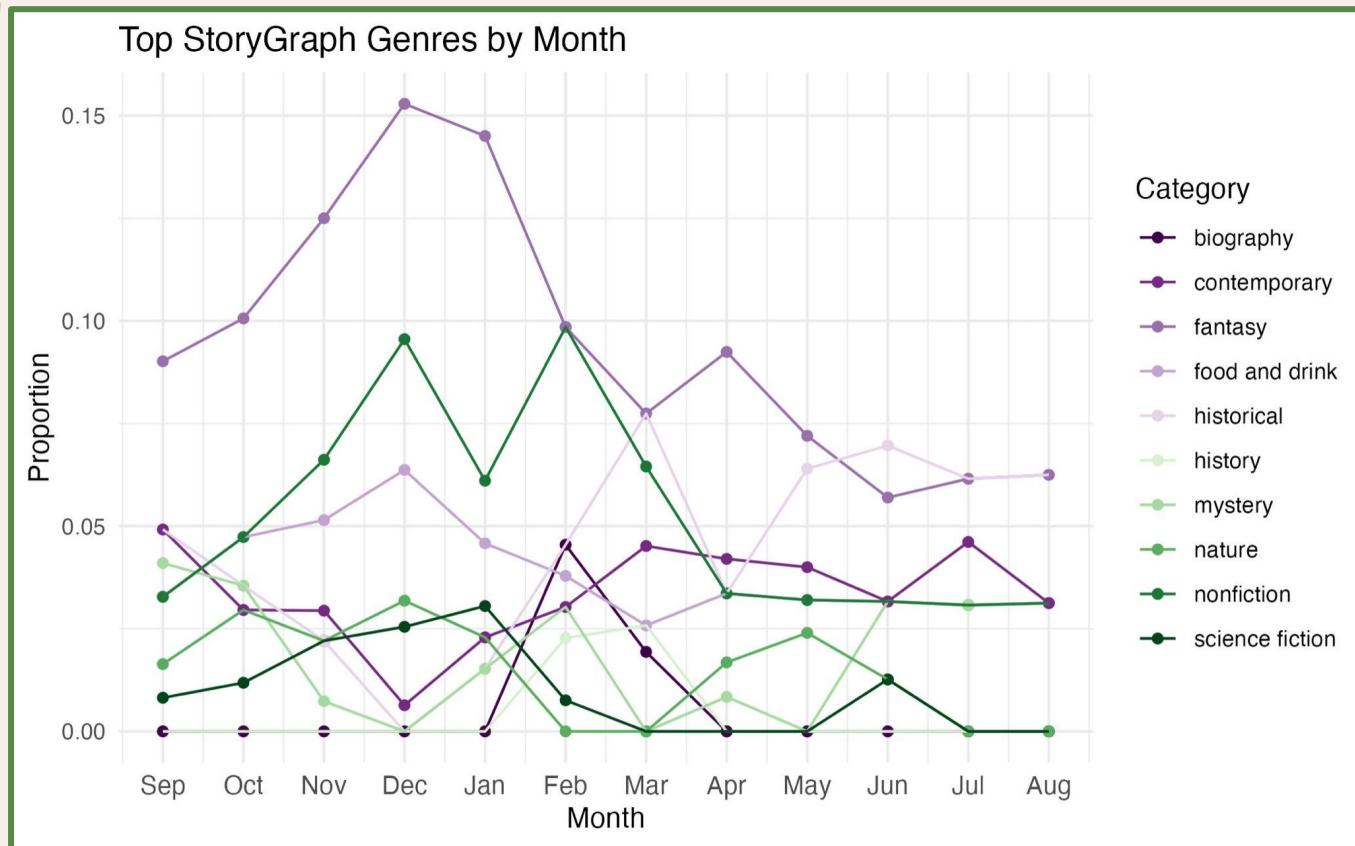
(unweighted)

Genres, By Year



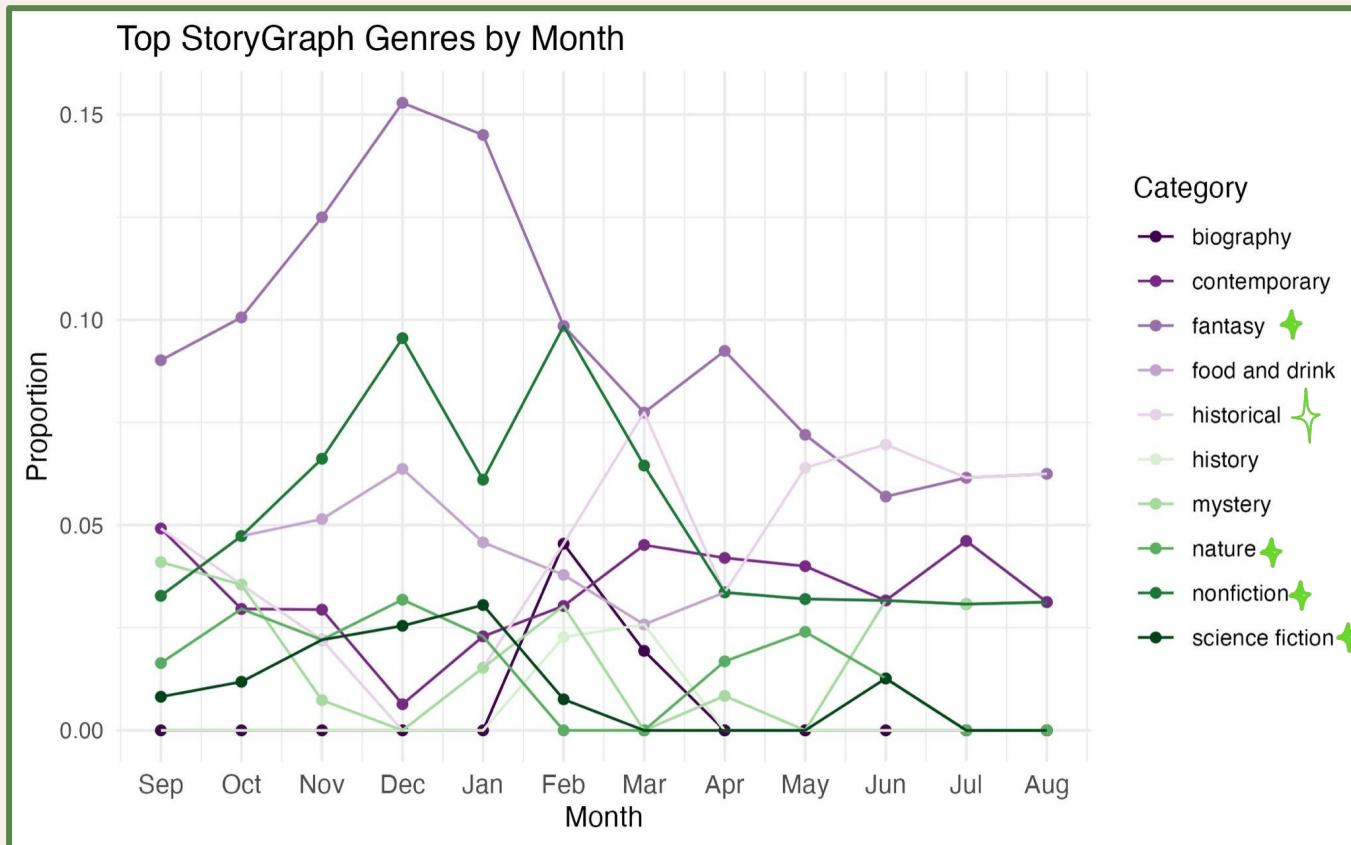
(weighted)

Genres, By Month



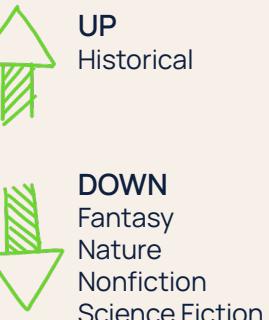
(weighted)

Genres, By Month



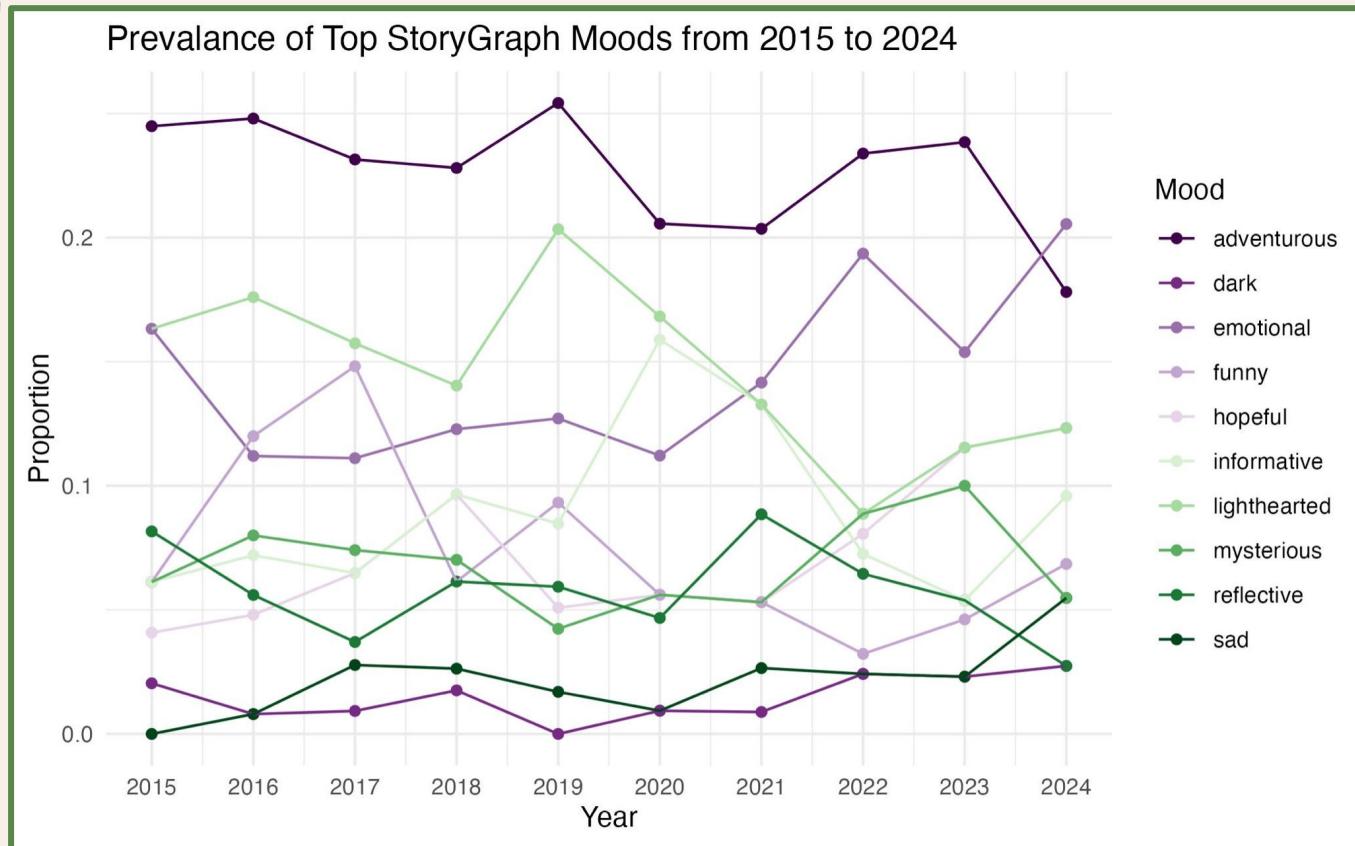
Category

- biography
- contemporary
- fantasy
- food and drink
- historical
- history
- mystery
- nature
- nonfiction
- science fiction



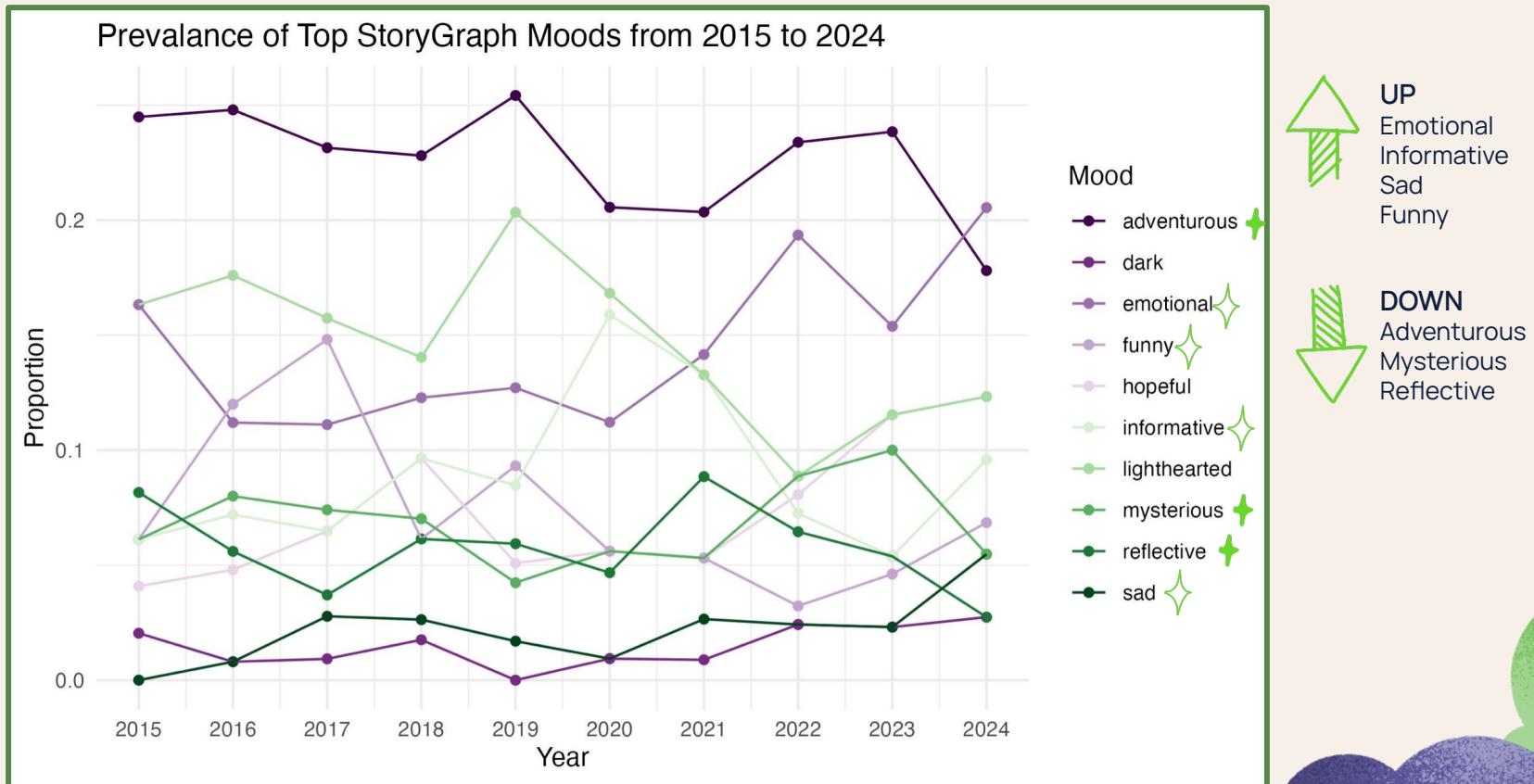
(unweighted)

Moods, By Year



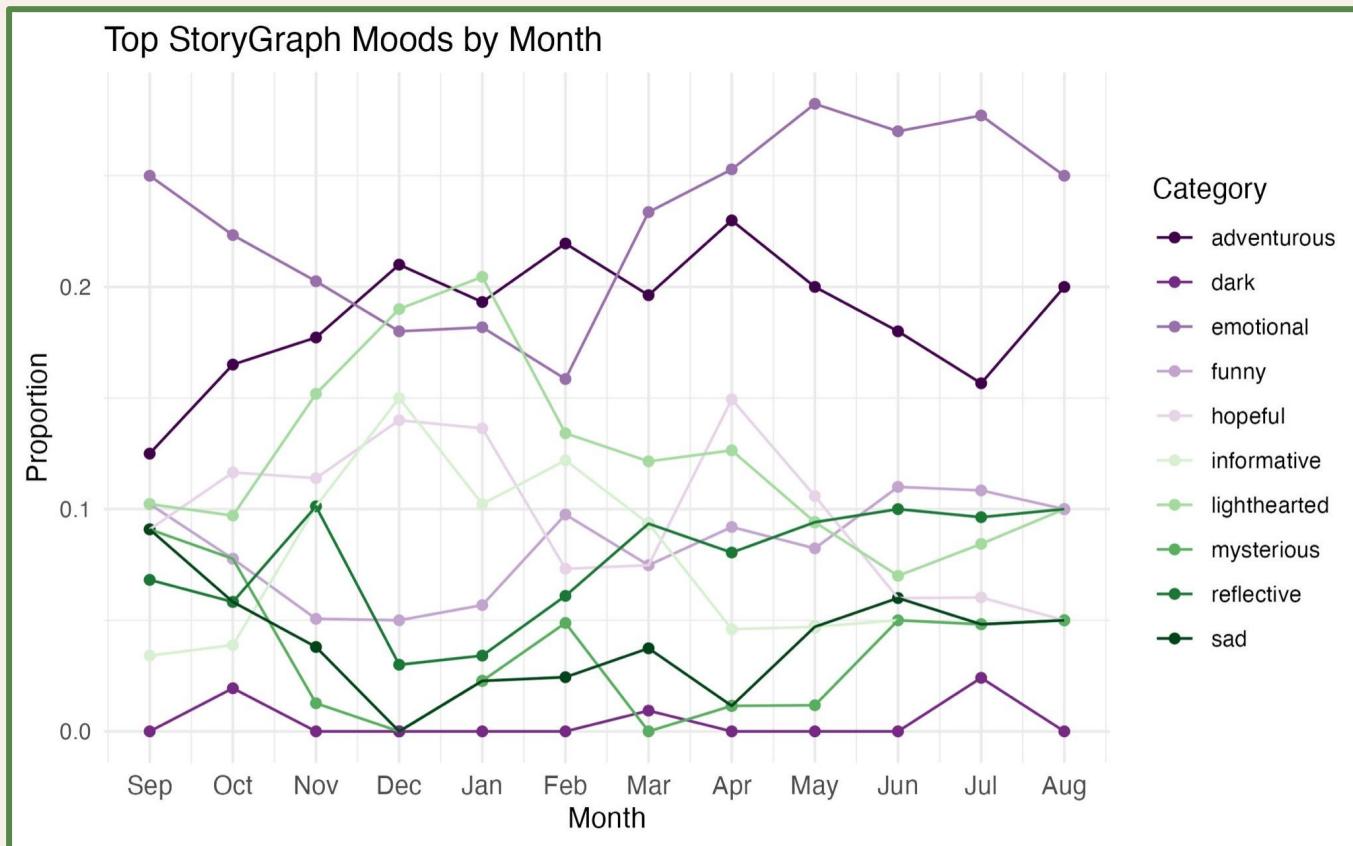
(unweighted)

Moods, By Year



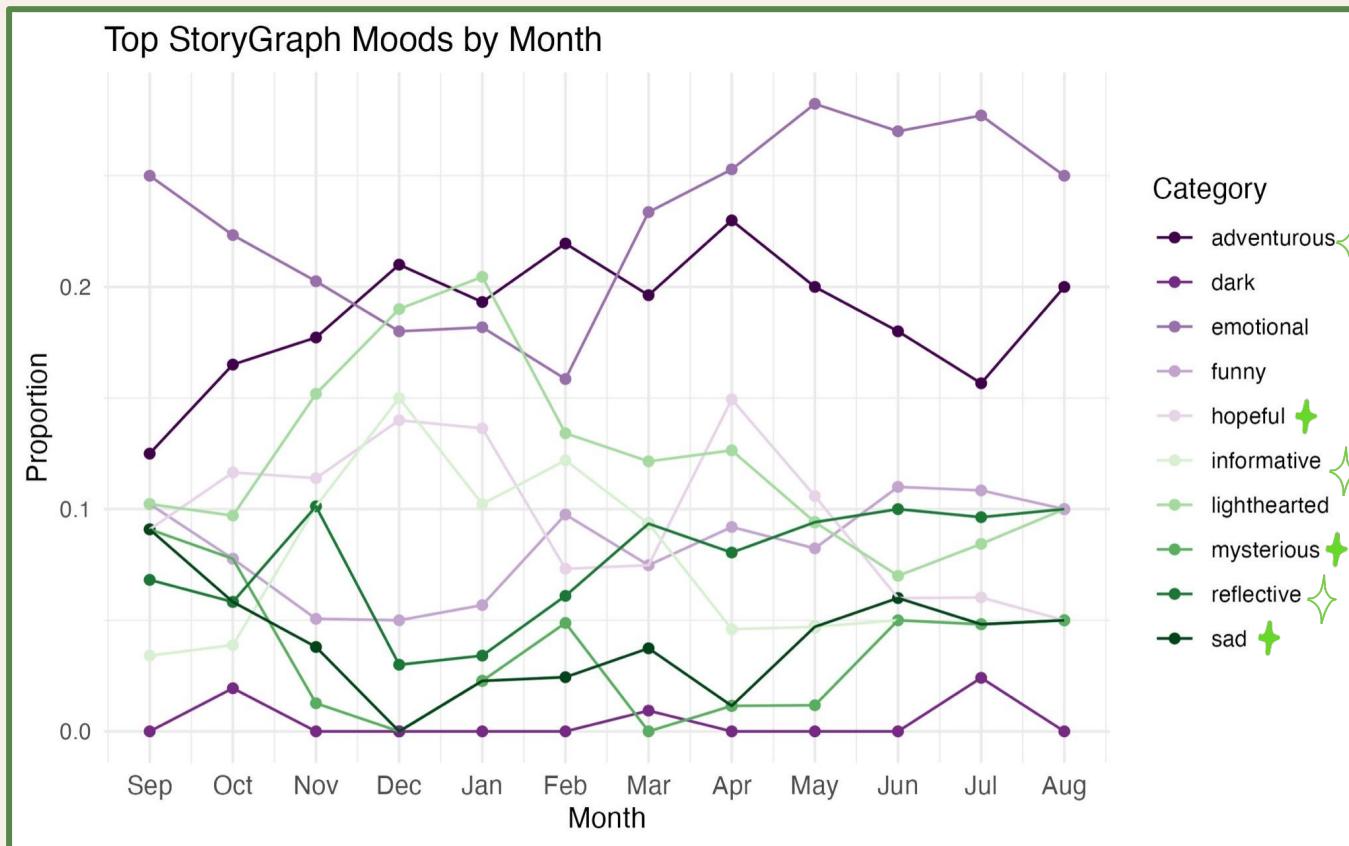
(weighted)

Moods, By Month



(weighted)

Moods, By Month





Overall Observations

01 Up

Historical books and dog/animal books are up from 2023 to 2024 and are trending up across 2024 months. Nonfiction is also up.

02 Down

Fantasy books are down from 2023 and are trending down across 2024 months. Science Fiction books are also down.

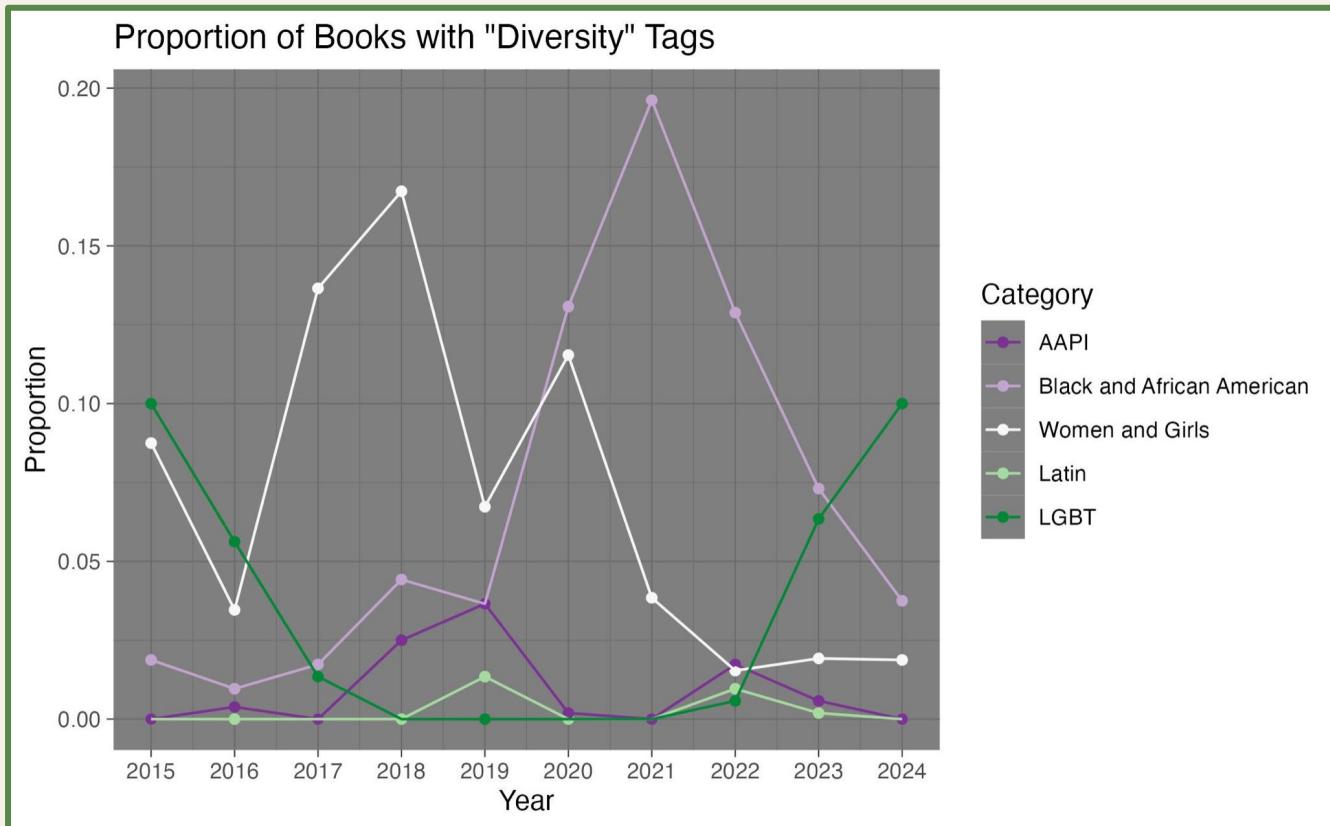
03 Both

Adventure books are down from 2023, but are trending up across 2024 months. Dark themes like Death and “Sad” books are up from 2023, but are trending down across 2023 months.

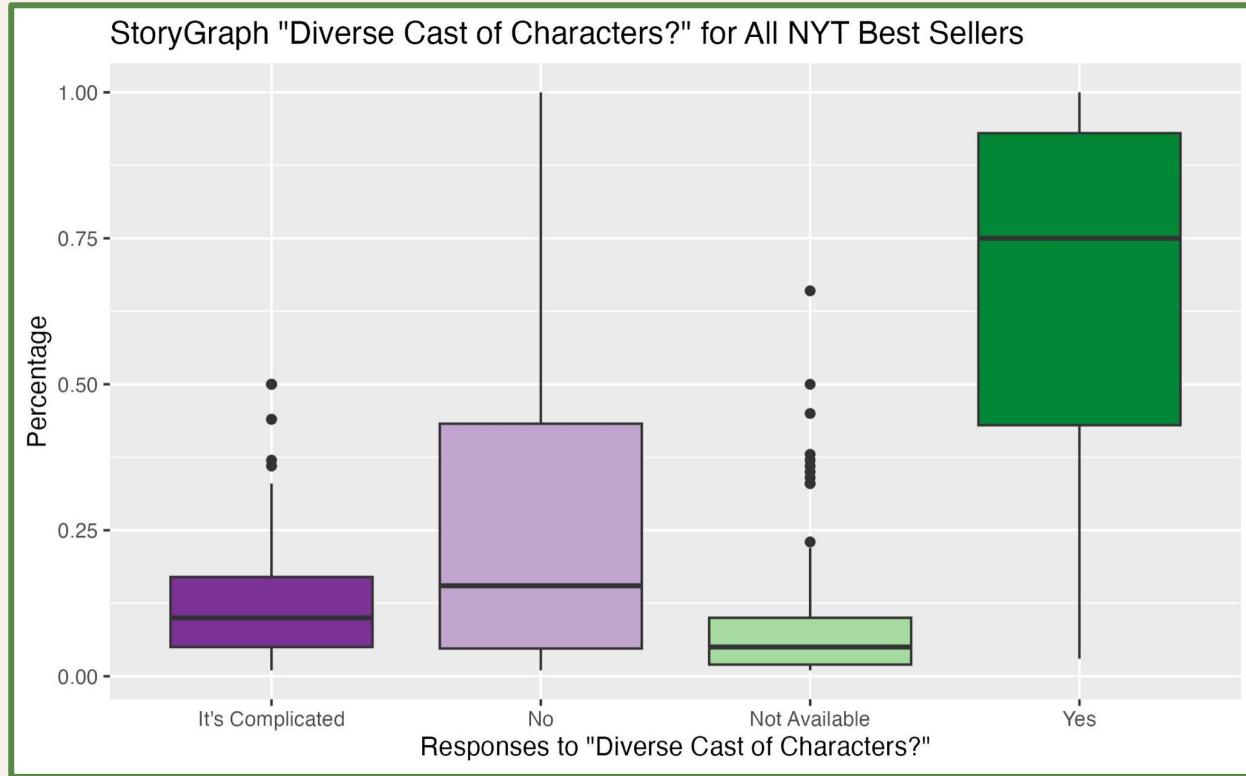


(unweighted)

Diversity Tags



Diversity Tags





04

Unusuals

What books and categories are not worth looking at?

Sleeper Hits

AUGUST

2024

SUN	MON	TUE	WED	THU	FRI	SAT
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Week Data Collected

List Pub
Print
(Date
Online)

All Books
Published
on
Tuesdays

List
Pub
Online

-11 days

Sleeper Hits

Mean	Confidence Interval	Median	Quantiles
24.73101 days	[15.26508, 34.19654]	8 days	[8, 8]

80%

Of books appear on the NYT List immediately
after being published

Sleeper Hits

Title	Days Till First Appearance	Publish Date	Date Made List
Notorious Rbg: Young Readers' Edition	1037 days	2017-11-28	2020-10-11
Good Night Stories For Rebel Girls	551 days	2016-01-01	2017-07-16
Freewater	421 days	2022-02-01	2023-04-09
The Creature Of The Pines	421 days	2018-04-10	2019-06-16
Other Words For Home	407 days	2019-05-28	2020-07-19
Wolf Hollow	379 days	2016-05-03	2017-05-28
When You Trap A Tiger	372 days	2020-01-28	2021-02-14
Hello, Universe	344 days	2017-03-14	2018-03-04
Ghost	281 days	2016-08-30	2017-06-18
Legacy And The Queen	155 days	2019-09-03	2020-02-16

Sleeper Hits

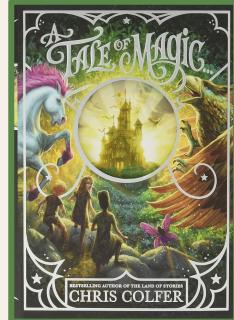
Title	Days Till First Appearance	Publish Date	Date Made List
Notorious Rbg: Young Readers' Edition	DIED	1037 days	2017-11-28 2020-10-11
Good Night Stories For Rebel Girls		551 days	2016-01-01 2017-07-16
Freewater	NEWBERRY WINNER	421 days	2022-02-01 2023-04-09
The Creature Of The Pines		421 days	2018-04-10 2019-06-16
Other Words For Home	NEWBERRY HONOR	407 days	2019-05-28 2020-07-19
Wolf Hollow	NEWBERRY HONOR	379 days	2016-05-03 2017-05-28
When You Trap A Tiger	NEWBERRY WINNER	372 days	2020-01-28 2021-02-14
Hello, Universe	NEWBERRY WINNER	344 days	2017-03-14 2018-03-04
Ghost		281 days	2016-08-30 2017-06-18
Legacy And The Queen	DIED	155 days	2019-09-03 2020-02-16

Special Books



Celebrity Author

A book written by someone who has been well known before the book for something other than writing.



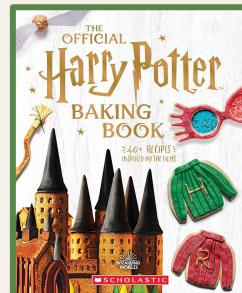
Media Tie-In

A book based on or meant to be consumed with another piece of non-book media, including movies, tv shows, YouTube series, and podcasts.



Cookbooks

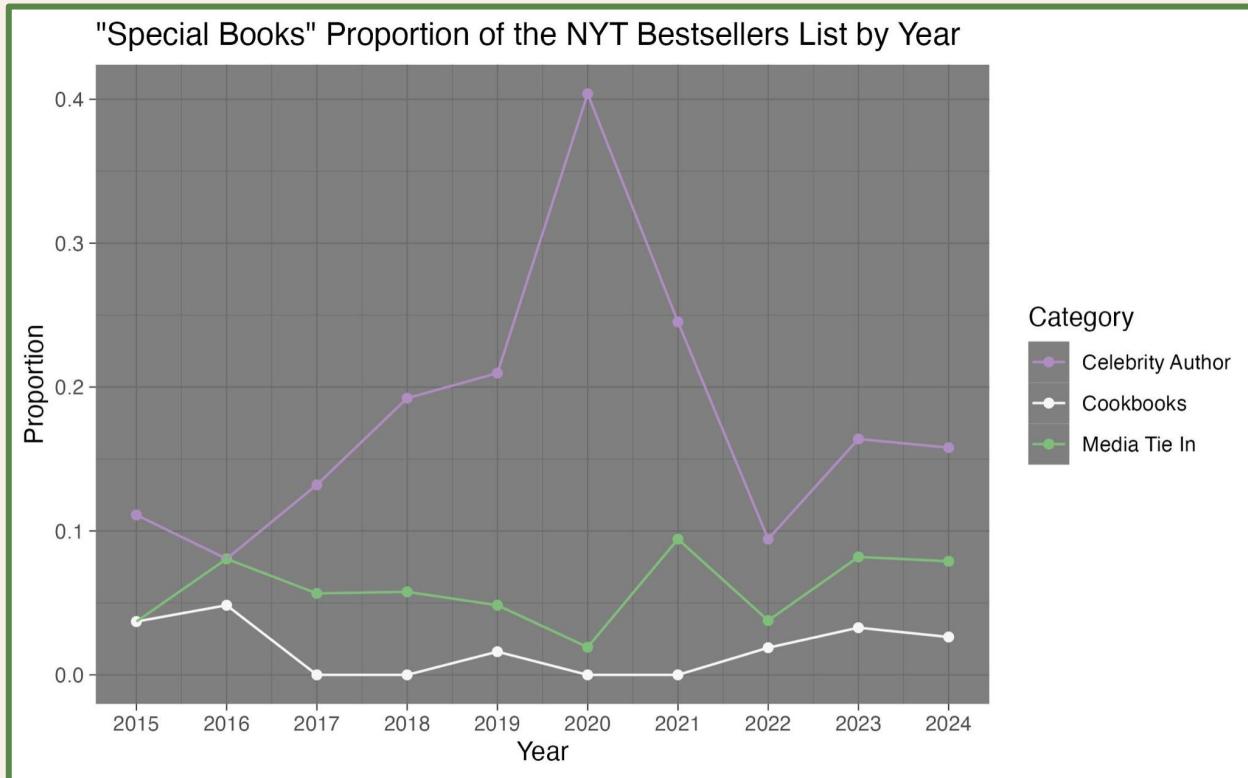
A book containing a collection of recipes.



Special Books

	Average Number of Weeks on List	Lower Bound	Upper Bound	Number
Normal	14.50794	10.070375	18.94549	252
Cookbooks	4.25	-.4739674	8.973967	8
Celebrity Authors	8.422535	2.36178	14.48379	71
Media Tie-In	13.2381	6.746337	19.72985	21

Special Books



Special Books

Most Frequent GoodReads Tags for Celebrity Books



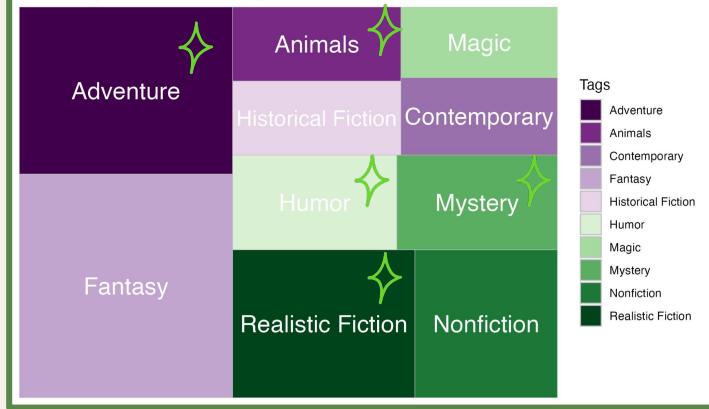
Most Frequent GoodReads Tags for Non-Celebrity Books



Most Frequent GoodReads Tags for Media Tie In Books



Most Frequent GoodReads Tags for Non Media Tie In Books

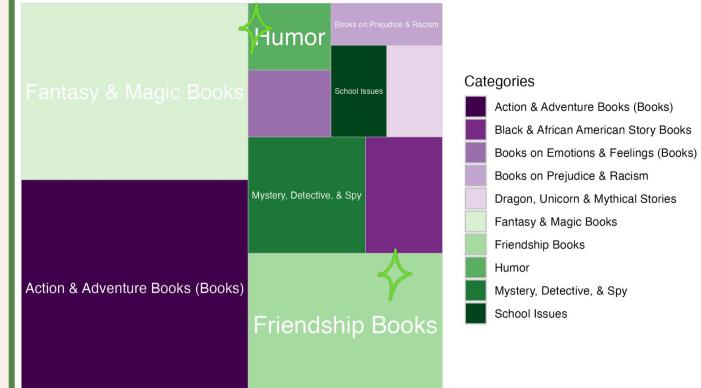


Special Books

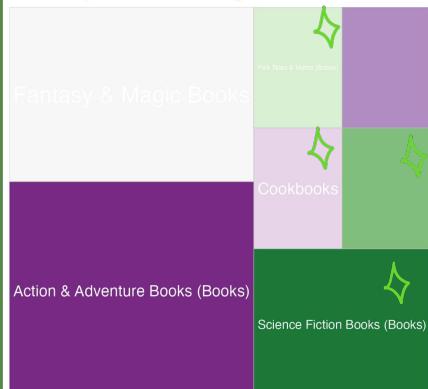
Most Frequent Amazon Categories for Celebrity Books



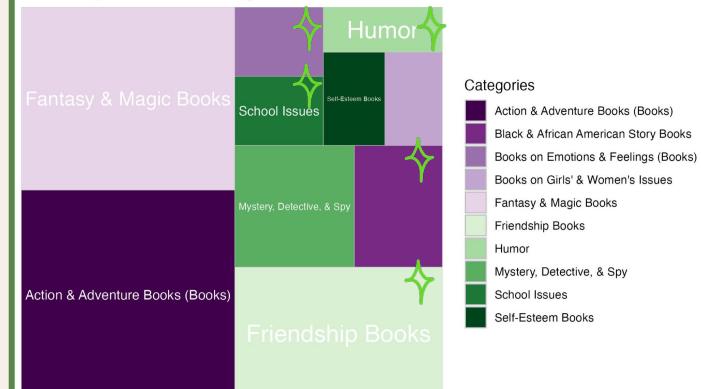
Most Frequent Amazon Categories for Non-Celebrity Books



Most Frequent Amazon Categories for Media Tie In Books



Most Frequent Amazon Categories for Non Media Tie In Books



The Biggest Books

Spots on List

Wonder
Refugee
The Complete Cookbook For Young Chefs
Diary Of An Awesome Friendly Kid Wishtree
Women In Science Odder
Little Leaders Auggie & Me
The One And Only Bob
The Sun And The Star Ground Zero
The Complete Baking Book For Young Chefs The Ickabog
Daughter Of The Deep Pax
The Wild Robot Dog Man
The Girl Who Drank The Moon Minecraft: The Island

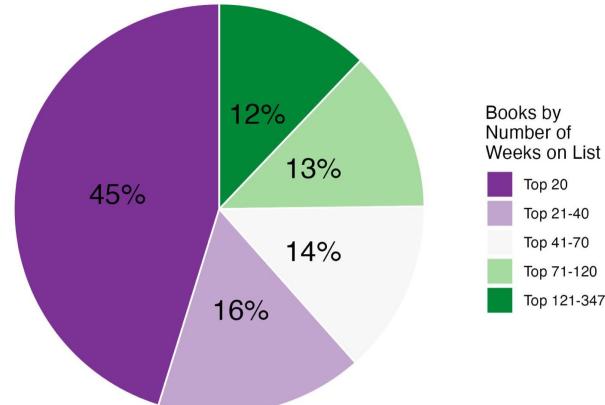
221 Titles

A Cross The Crossover
The Isle Of The Lost A House For Sale By Cremlaw
A House For Sale By Cremlaw
Wings Of Fire: Legends Of Dragonlancer Kai W. Salter
Mysteries Of The Creek The Goblet: A Dictionary Of Soundless The End Of All Things Possible Fish In A Tree
Heidi Osborne Blended
The Christmas Pig The Official Harry Potter Cookbook The Misadventures Of Max Crumbly: Locker Hero Lock Both Ways
The Official Harry Potter Cookbook
Aman And The Great Game
Becoming Muhammad Ali
Max And The Midnights The Melts: A Royal Conundrum The Confidence Code For Girls Food Network Magazine: The Big, Fun Kids Cookbook

50 Titles

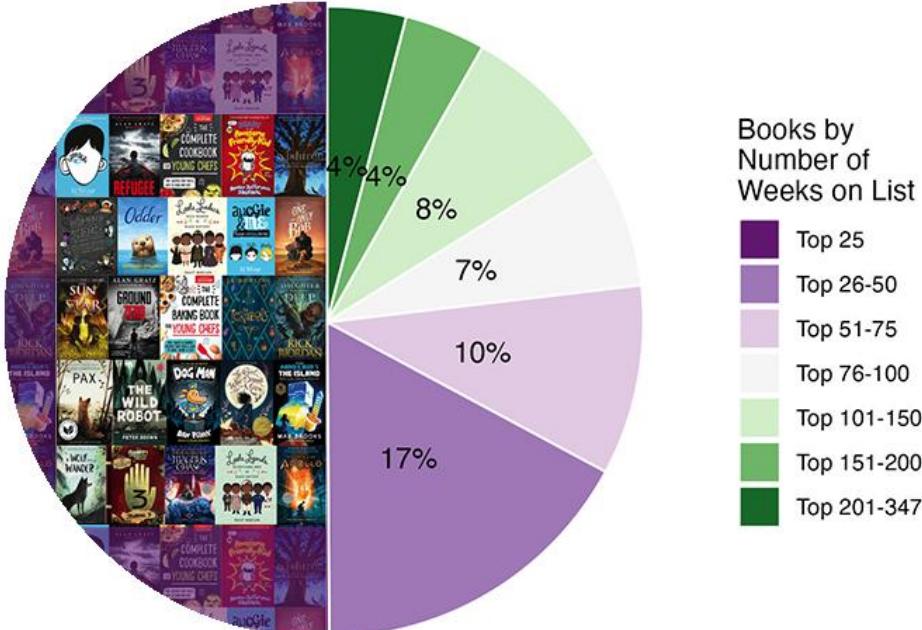
Books by Number of Weeks on List
Top 20
Top 21-40
Top 41-70
Top 71-120
Top 121-347

Percentage of List Taken Up By Individual Books



The Biggest Books

Percentage of List Taken Up By Individual Books





05

Next Steps

What else can be done with this data?

Next Steps



Correlation Plots and CI's



Time Series Analysis



User Comments



Comparison with Non-NYT books



Sentiment Analysis (comments)



Categorical Decision Tree Models

???

What do you want to see?

Sources and Further Reading

- <https://www.nytimes.com/2020/09/23/insider/best-seller-list-process.html>
- <https://www.nytimes.com/books/best-sellers/methodology/>
- https://en.wikipedia.org/wiki/The_New_York_Times_Best_Seller_list