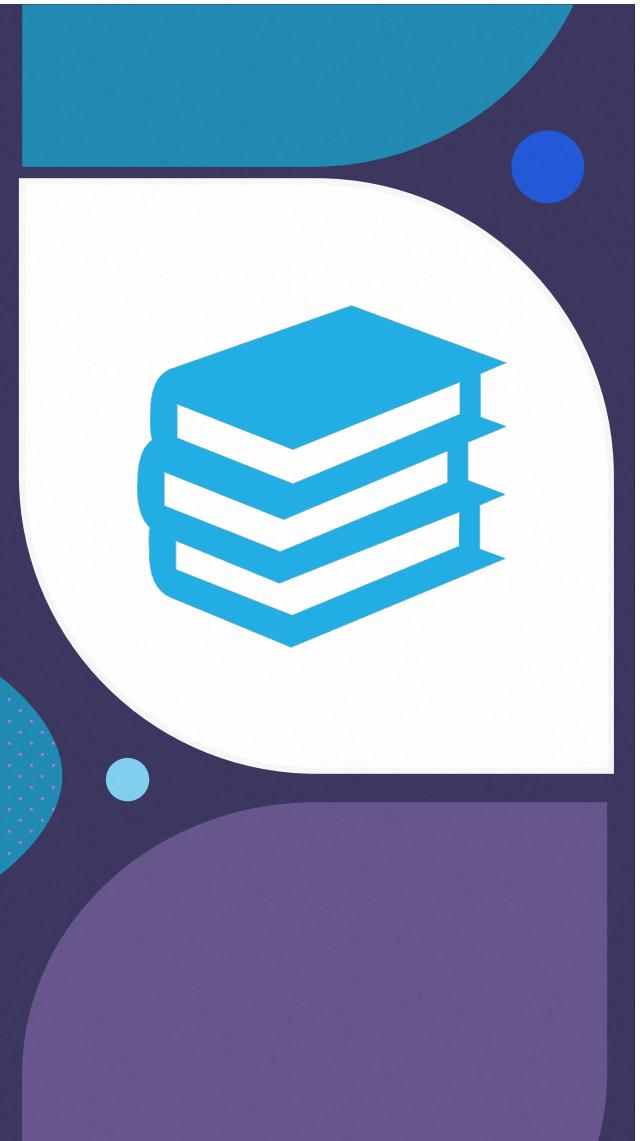


Analysis of the Startups of the New Apps for Books Lovers

By Diana Septiani

General Conclusions

- The total of books released after January 1, 2000 are 819 books.
- There are 994 books that receive reviews from the users, with the range of reviews per book being 1 of 7 reviews and the range of average ratings is from a scale of 1.5 to 5.
- There are 334 publishers that has released the greatest number of books with more than 50 pages.
- There are 24 authors with the highest average book rating (look only at books with at least 50 ratings).
- The average number of text reviews among users who rated more than 50 books is 24 reviews.



There are 994 books that receive reviews from the users, with the range of reviews per book being 1 of 7 reviews and the range of average ratings is from a scale of 1.5 to 5.

	title	cnt_reviews	avg_ratings
0	Twilight (Twilight #1)	7	3.662500
1	The Road	6	3.772727
2	The Book Thief	6	4.264151
3	The Glass Castle	6	4.206897
4	Water for Elephants	6	3.977273
...
989	Naked Empire (Sword of Truth #8)	1	3.500000
990	Moo Baa La La La!	1	3.000000
991	Merrick (The Vampire Chronicles #7)	1	4.000000
992	Babyville	1	3.500000
993	Lysistrata	1	4.000000

994 rows × 3 columns

	min_reviews_per_book	max_reviews_per_book	min_ratings_per_book	max_ratings_per_book
0	1	7	1.5	5.0

There are 334 publishers that has released the greatest number of books with more than 50 pages.

	publisher	cnt
0	Penguin Books	42
1	Vintage	31
2	Grand Central Publishing	25
3	Penguin Classics	24
4	Ballantine Books	19
...
329	Turtleback	1
330	Atheneum Books for Young Readers: Richard Jack...	1
331	Penguin Signet	1
332	Victor Gollancz	1
333	Harvard Business Review Press	1

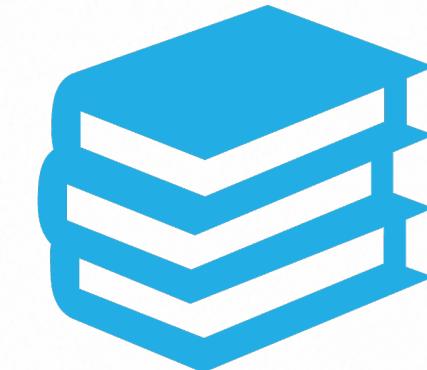
334 rows × 2 columns

There are 24 authors with the highest average book rating (look only at books with at least 50 ratings).

	author_id	author	cnt_rating	avg_rating
0	130	Diana Gabaldon	50	4.30
1	236	J.K. Rowling/Mary GrandPré	312	4.29
2	3	Agatha Christie	53	4.28
3	402	Markus Zusak/Cao Xuân Việt Khương	53	4.26
4	240	J.R.R. Tolkien	166	4.24
5	499	Roald Dahl/Quentin Blake	62	4.21
6	376	Louisa May Alcott	54	4.20
7	498	Rick Riordan	84	4.13
8	39	Arthur Golden	56	4.11
9	542	Stephen King	106	4.01
10	302	John Grisham	70	3.97
11	621	William Golding	71	3.90
12	536	Sophie Kinsella	57	3.88
13	291	Jodi Picoult	76	3.88
14	445	Nicholas Sparks	111	3.88
15	257	James Patterson	64	3.86
16	235	J.D. Salinger	98	3.85
17	630	William Shakespeare/Paul Werstine/Barbara A. M...	66	3.79
18	469	Paulo Coelho/Alan R. Clarke/Özdemir İnce	57	3.79
19	372	Lois Lowry	65	3.74
20	106	Dan Brown	143	3.74
21	195	George Orwell/Boris Grabnar/Peter Škerl	74	3.73
22	554	Stephenie Meyer	160	3.66
23	311	John Steinbeck	73	3.64

Recommendations

- Choose the authors with the highest average ratings then it is possible to increase the sale of the next book.
- As we know that the average number of text reviews among users who rated more than 50 books in 24 reviews which is a quite big number, so it's a good insight to get deeper into the genre they read because the chance they give a text review is high.



Thank you

