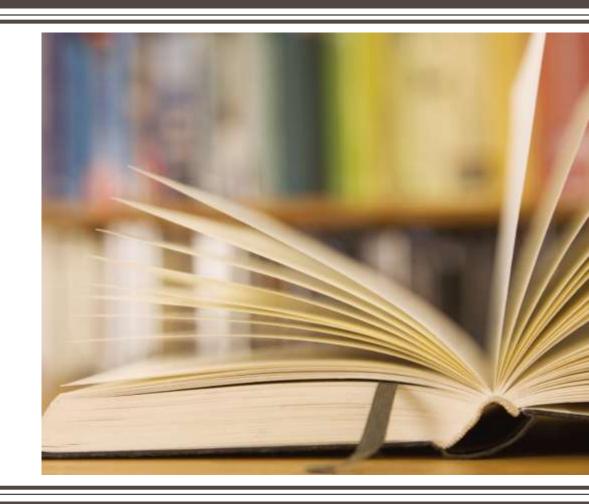
DRAMA, TRAGEDY, LOVE.. WHAT SELLS?

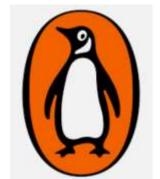
NLP - Mini Project 3 - Esther Dantra



The Domain

- Low margin rely on High Volume to break even
- Large sign on fees

2,000 books published a year 375,000 books distributed a day



Business Question

 Publishers would like to know the determining factor/s for Spare's success

•What should Prince Harry's next book be about?



Spare by Prince Harry, The Duke of Sussex, Sells More Than 3.2 Million Copies Worldwide in its First Week

goodreads



Home

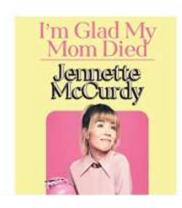
My Books

Browse *

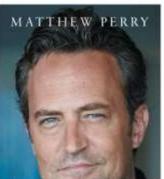
Community *

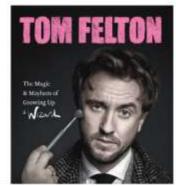
Search books

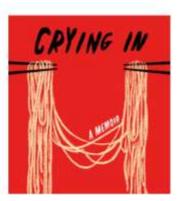
MOST READ THIS WEEK













188,724 ratings · 24,324 reviews

Initial Text - Cleaned Reviews

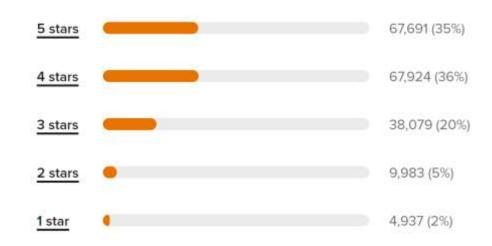
```
<bound method DataFrame.info of</pre>
                                                              rating
       Rating 1 out of 5 This is the most difficult review I've ever wr...
       Rating 5 out of 5 I really enjoyed this on audio!! Over 15 hours...
       Rating 3 out of 5 3.5 * * T listened to Prince Harry reading thi...
       Rating 3 out of 5 My curiosity got the better of me and I read P...
       Rating 3 out of 5 So, I have always "liked" Harry. This memoir m...
           rating
                                                      reviews rating value
                                                                                                        clean reviews
O Rating 1 out of 5
                       This is the most difficult review I've ever wr...
                                                                               This is the most difficult review lye eyer wri...
1 Rating 5 out of 5
                      I really enjoyed this on audio!! Over 15 hours...
                                                                              I really enjoyed this on audio Over 15 hours i...
2 Rating 3 out of 5 3.5 * 1 listened to Prince Harry reading thi...
                                                                               35 I listened to Prince Harry reading this on...
                                                                             My curiosity got the better of me and I read P...
3 Rating 3 out of 5
                     My curiosity got the better of me and I read P...
                     So, I have always "liked" Harry. This memoir m...
                                                                         3 So I have always liked Harry This memoir made ...
4 Rating 3 out of 5
```

- 30 reviews per page
- Extracted 1000+ reviews



Initial Insights

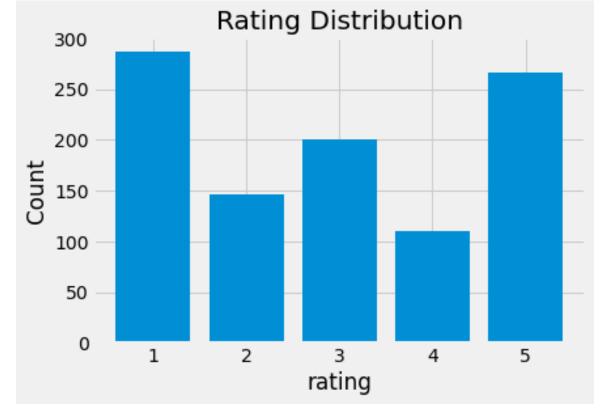
• More negative ratings than positive?

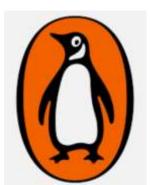


Ratings & Reviews for Spare

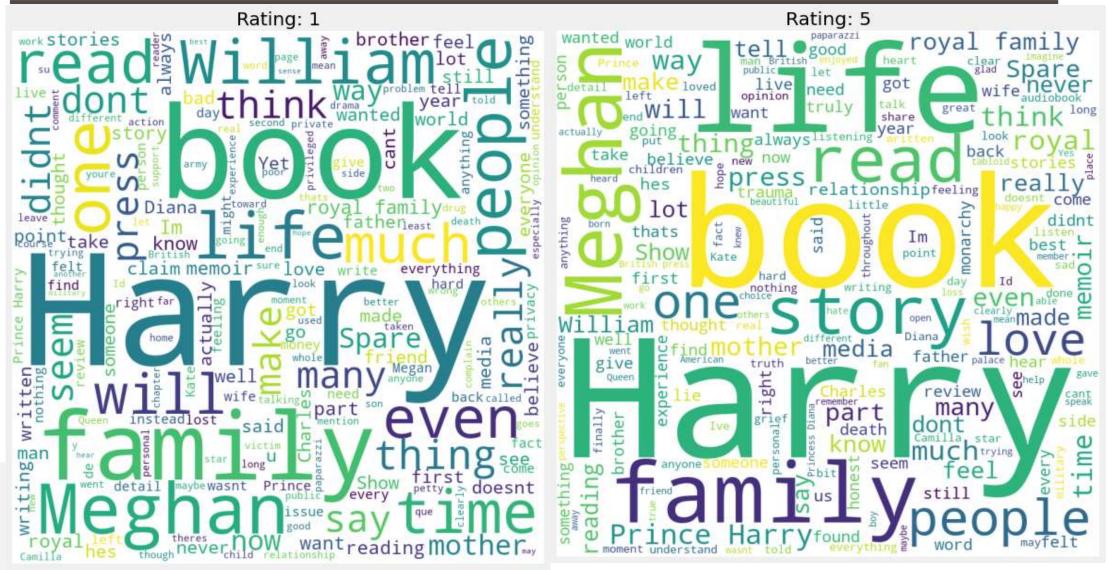
Prince Harry







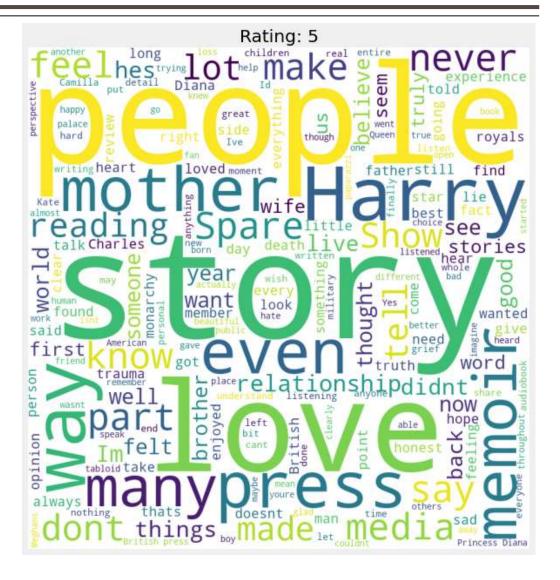
Word Clouds - Initially





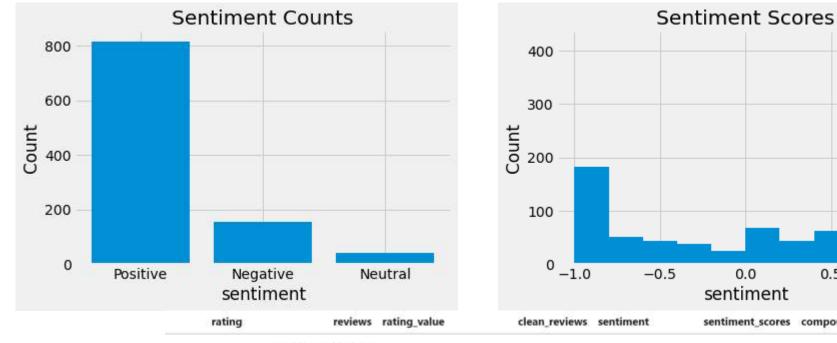
Word Clouds - After removing key words







Sentiment Analysis



	rating	reviews	rating_value	clean_reviews	sentiment	sentiment_scores	compound_score_vader
45	Rating 3 out of 5	Seething and jealous Harry absolutely despises	3	Seething and jealous Harry absolutely despises	Positive	('neg': 0.07, 'neu': 0.816, 'pos': 0.114, 'com	0.9994
46	Rating 1 out of 5	No way, no how!Why should anyone in their	1	No way no howWhy should anyone in their right	Positive	{'neg': 0.091, 'neu': 0.796, 'pos': 0.113, 'co	0.9382



'Seething and jealous Harry absolutely despises the monarchy he and Meghan have said so to the tune of 120Million in interviews tv series complaints to the media and this book He has just had his daughter christened Princess Lilibet and his son will be Prince Archie I dont believe Harry despises the monarchy a t all he has just spent his whole life seething and jealous that he will never be King Using titles for his children ensures he and Meghan more prime time tv dollars but how long before everyone sees through him and sees he will do anything to hang on to royal connections as that is all he who has no discerni ble skills or talents apart from killing Taliban and his tv actress wife have to sellThey never went to America for privacy they went so they could control the media and make money and for Meghan so she didnt have to work and could just be the Alist celebrity she has always believed was her due

0.5

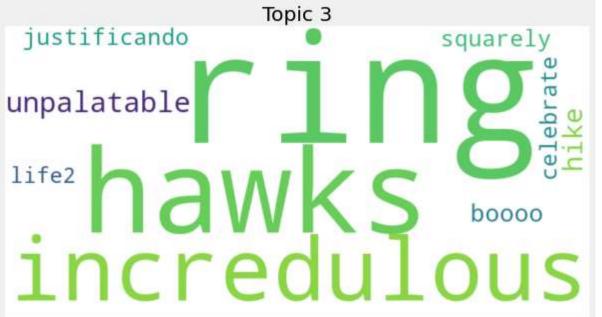
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Topic Modelling

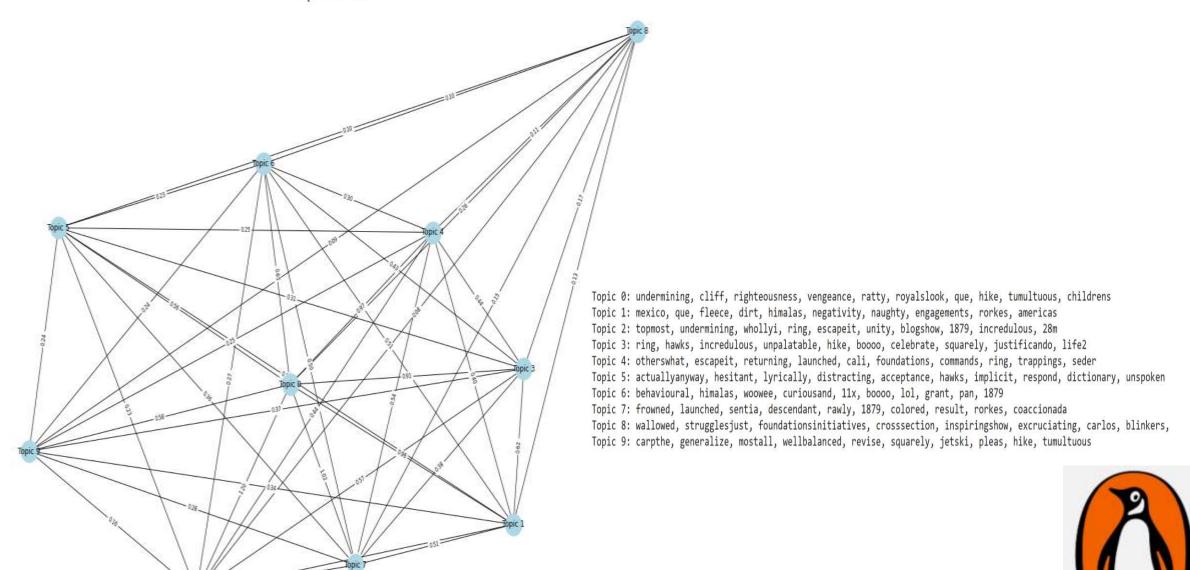


Topic 0: undermining, cliff, righteousness, vengeance, ratty, royalslook, que, hike, tumultuous, childrens
Topic 1: mexico, que, fleece, dirt, himalas, negativity, naughty, engagements, rorkes, americas
Topic 2: topmost, undermining, whollyi, ring, escapeit, unity, blogshow, 1879, incredulous, 28m
Topic 3: ring, hawks, incredulous, unpalatable, hike, boooo, celebrate, squarely, justificando, life2
Topic 4: otherswhat, escapeit, returning, launched, cali, foundations, commands, ring, trappings, seder
Topic 5: actuallyanyway, hesitant, lyrically, distracting, acceptance, hawks, implicit, respond, dictionary, unspoken
Topic 6: behavioural, himalas, woowee, curiousand, 11x, boooo, lol, grant, pan, 1879
Topic 7: frowned, launched, sentia, descendant, rawly, 1879, colored, result, rorkes, coaccionada
Topic 8: wallowed, strugglesjust, foundationsinitiatives, crosssection, inspiringshow, excruciating, carlos, blinkers,
Topic 9: carpthe, generalize, mostall, wellbalanced, revise, squarely, jetski, pleas, hike, tumultuous





Topic Network



Business Solution

 Fascination with Royalty – Memoirs around Royalty will do well

Prince Harry – Sequel?

