

Insights Report – Best Sellers Categories

General Observations:

1. Fiction books have a much stronger impact on readers than non-fiction books, as the number of reviews for fiction books is 900,000 more, even though there are only 70 more fiction titles.

2. Book pricing plays a significant role in popularity and reviews:

- In 2011, the average price of a book was \$15.30, reviews were only 405k, and the rating was moderate.

- In 2015, 2018, and 2019, the average price dropped to \$8-\$10, reviews increased to 795k, and ratings improved (between 4.7 and 4.8).

3. Famous authors influence book popularity:

- Example: Suzanne Collins' fiction books received 278k reviews and an average rating of 4.7.

- Her books were priced between \$11-\$14, and the high review count suggests her reputation was a strong contributing factor.

My Insights & Recommendations:

1. Increase the number of fiction books to meet higher reader engagement.

2. Focus on books with popular or renowned authors.

3. Optimize pricing, especially for books with poor ratings.

4. Create marketing plans for books with low reviews and ratings to boost visibility.