Data Analytics Project

# Data analysis
# BOOK MARKET

- STANTON HO
- EMAIL: hst.sytan@gmail.com

# Introduction

Tiki is one of the leading e-commerce platforms in Vietnam, especially well-known for its online book sales. Initially launched in 2010 as a bookstore, Tiki later expanded into various other product categories. However, books remain one of its core and most reputable business segments.

Strengths of selling books on Tiki:

- Tiki offers tens of thousands of book titles across a wide range of genres, from textbooks, literature, economics, and finance to foreign-language books.
- It is well-known for its strict quality control, effectively minimizing the presence of counterfeit and pirated books.
- Tiki frequently offers discounts, flash sales, and major promotions for book buyers.
- Tiki provides fast delivery within 2–3 hours in many major cities, allowing customers to receive their books quickly.

As a data analyst at Tiki, I am tasked with uncovering actionable insights to support our upcoming strategic meeting. The goal is to help partner sellers increase their book sales revenue in the near future by leveraging business performance data from the past year. Our analysis will focus on identifying key factors that influence book sales, including: trends in consumer behavior, popular authors, price distribution, book genres, number of titles offered... The objective is to translate data into clear recommendations that partners can act on to optimize their sales strategies.

**The original dataset is in Vietnamese. The author has made an effort to translate the analysis into English, but there may be some imperfections. Thank you for your understanding.**
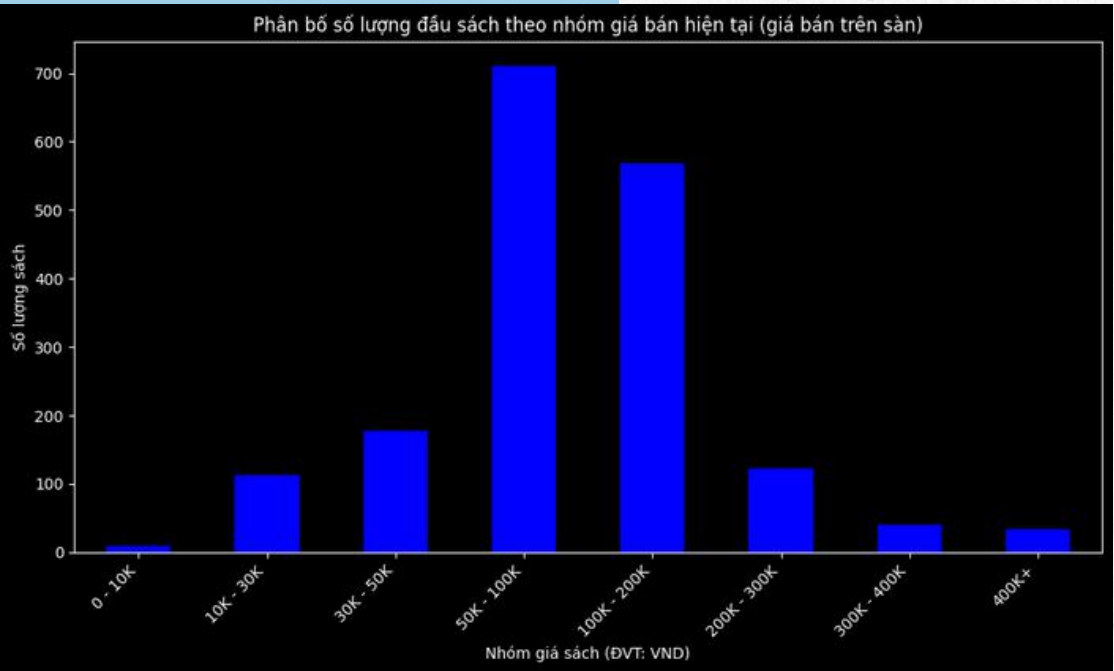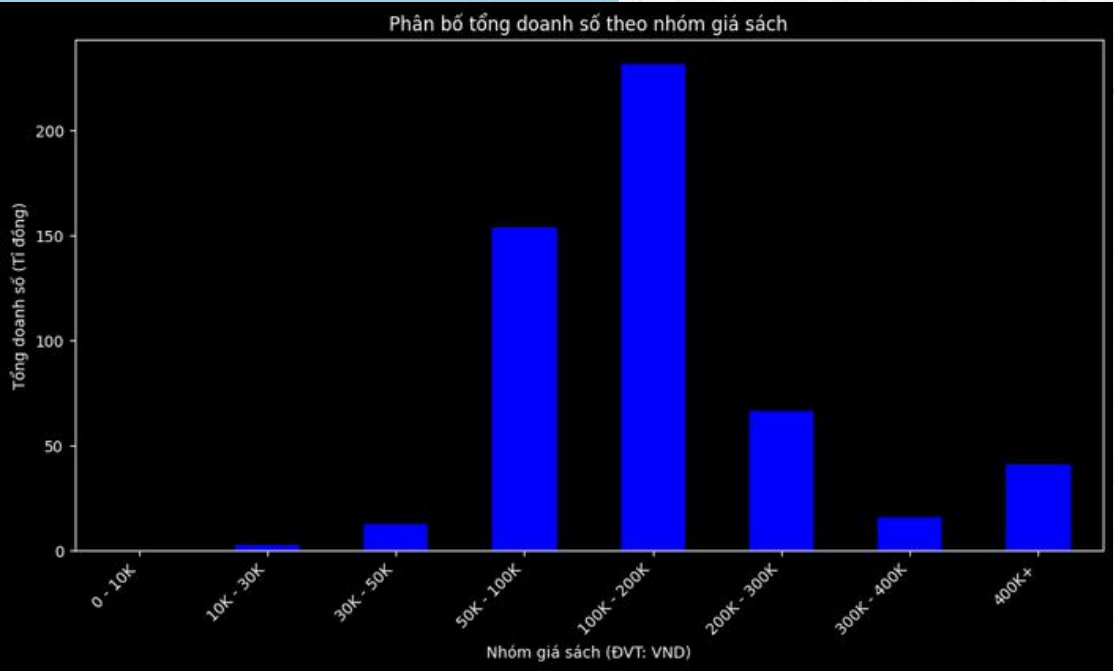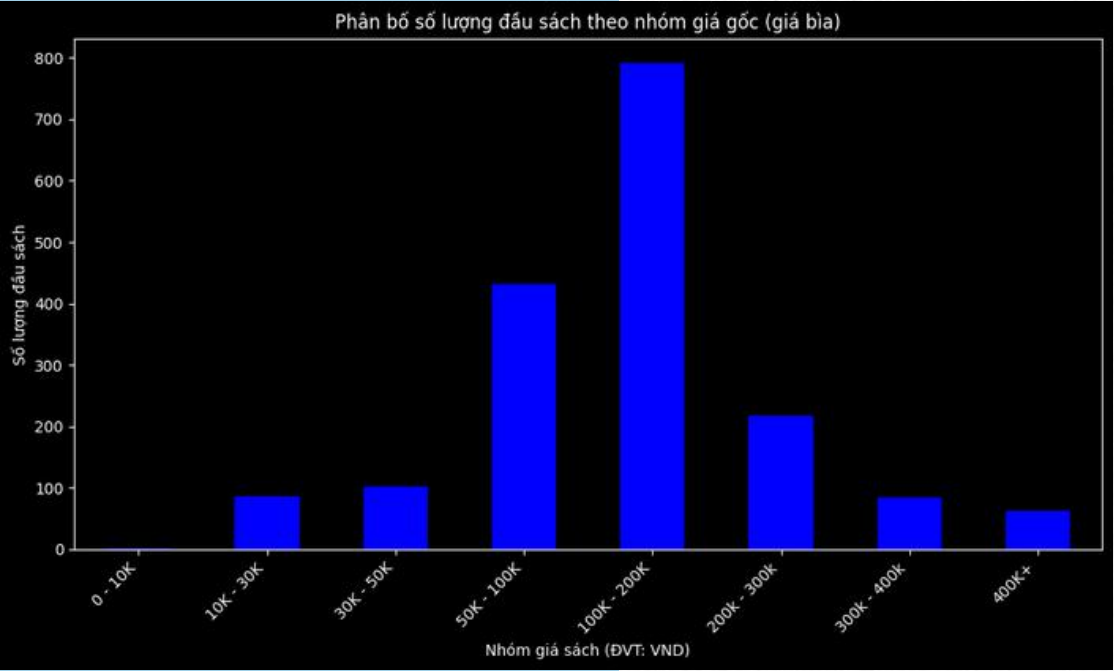**For any feedback, please feel free to contact me via email.**

# Agenda

# 1.Price Distribution Analysis of Books on the Platform



What is the ideal price point for a book to attract the most buyers?
 This question matters not only to readers but also to publishers and retailers. Book pricing needs to strike the right balance—set high enough to preserve value and profit margins, but not so high that it discourages purchases. Setting the right price is both a marketing strategy and a financial imperative.

E-commerce platform data reveals book price distribution from two perspectives: original listed price and actual selling price after discounts.
 By analyzing both of these factors alongside sales volume across different price brackets, we can extract valuable insights to inform strategic book pricing decisions.

Common Price Ranges Based on Original (Listed) Price
 When looking at the initial listed prices, books on the e-commerce platform tend to fall into three main pricing groups:
- 100,000–200,000 VND: This is the largest group, with nearly 800 book titles falling within this range.
- 50,000–100,000 VND: A significant portion of books—around 500 titles—are priced in this more affordable range.
- 200,000–300,000 VND: Although this group includes fewer titles compared to the other two, it stands out for another reason: many books in this bracket have high cover prices but are frequently offered with steep discounts.

Common Price Ranges Based on Actual Selling Price (After Discounts)
 The actual selling prices—after applying promotional discounts—show a noticeable shift in price distribution:
- 50,000–100,000 VND: This becomes the most common price range, with over 700 book titles.
- 100,000–200,000 VND: Now ranks second, with nearly 600 titles.
- 30,000–50,000 VND: A new lower-priced segment emerges, containing around 200 titles.

Top-Performing Price Ranges by Sales Revenue
 Analyzing total revenue by price range reveals the following:
- 100,000–200,000 VND: This is the highest-grossing segment, with total sales exceeding 200 billion VND.
- 50,000–100,000 VND: The second-best performing group, generating over 150 billion VND in total revenue.
- 200,000–300,000 VND: Ranked third, with total sales surpassing 50 billion VND.

CA notable shift emerges when comparing original prices to actual selling prices.
 Initially, the 100,000–200,000 VND range had the highest number of book titles. However, after discounts were applied, the 50,000–100,000 VND range became the dominant segment in terms of title volume.
 This reflects an aggressive discounting strategy that broadens accessibility and increases customer reach, allowing more books to be sold at more appealing price points. This trend also extends to higher price brackets.
 For example, books originally priced between 200,000–300,000 VND are often discounted to lower price points, making them easier to sell compared to their listed prices. This illustrates a broader pattern: actual selling prices on the platform are typically lower than list prices, creating a competitive edge over traditional bookstores.

However, when we step back and assess sales distribution by price range, it becomes clear that lower prices are not always the optimal strategy.
 The 100,000–200,000 VND segment, while ranking second in terms of the number of titles sold, generates the highest total revenue. This suggests that customers are still willing to spend more on books they perceive as valuable—reinforcing the importance of pricing for perceived quality and content relevance.
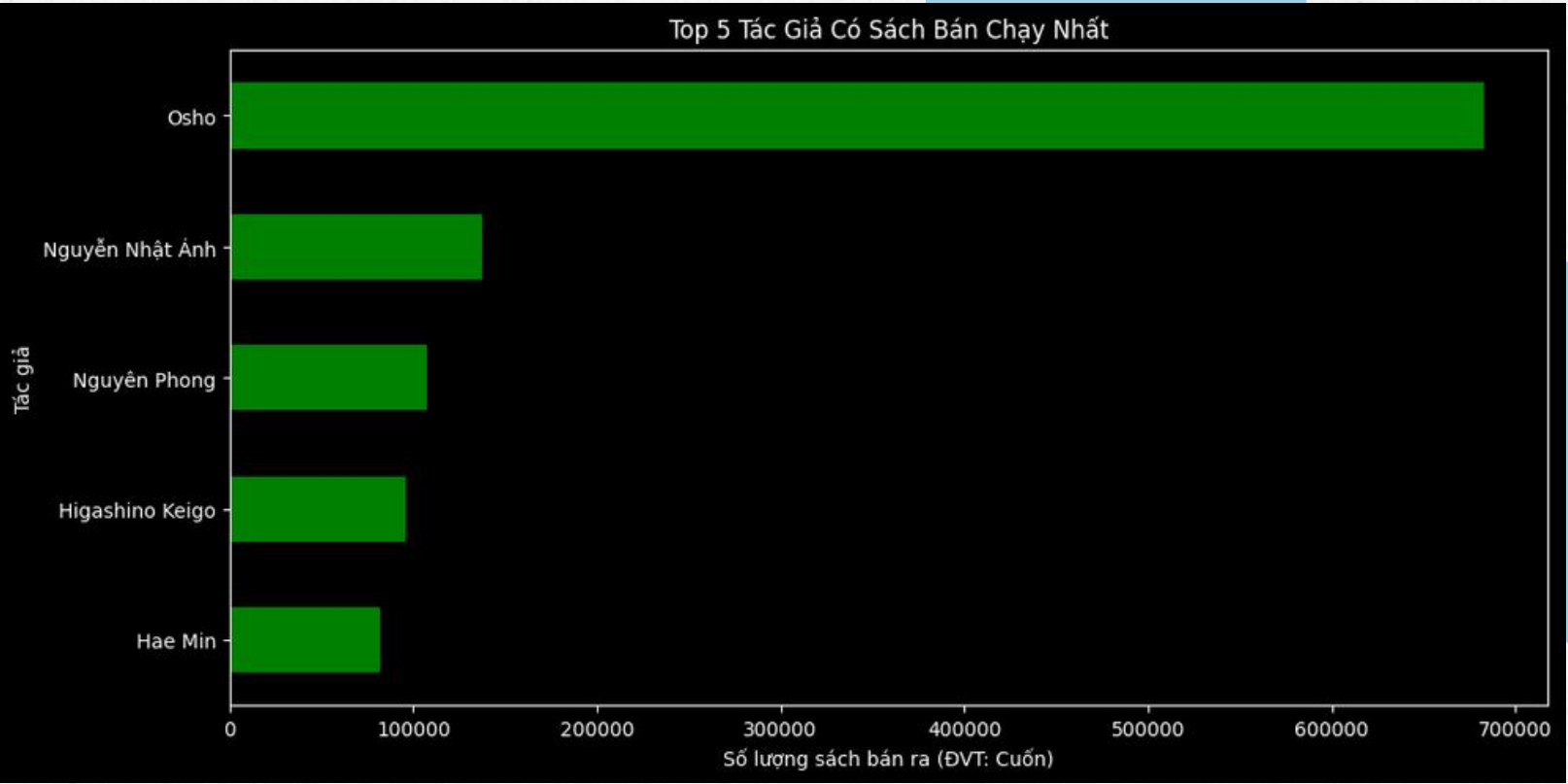
## Pricing Strategy for Publishers

- **The 50,000–100,000 VND price range is the most attractive segment, with the highest number of titles and transactions. This bracket is ideal for maximizing visibility and brand reach for publishers.**
- **The 100,000–200,000 VND range also holds significant weight and is commonly the original price point for many titles before discounting. This segment represents a strategic zone for profit generation—if optimized effectively.**

**When listing books on the platform, publishers should carefully consider both the listed price and discount policy to align with these two key pricing zones.**
 **Discount levels should be thoughtfully planned based on the sales trajectory of each title over time to avoid premature markdowns that could reduce long-term profitability.**

Osho
(Nhà Xuất Bản Văn Hóa - Văn Nghệ TP.HCM)

Nguyên Phong
(Nhà Xuất Bản Tổng hợp TP.HCM)

J. K. Rowling

Nguyễn Nhật Ánh
(NXB Trẻ)

William J. O'Neil
(Nhà Xuất Bản Thế Giới)

Tác giả

doanh số (ĐVT: Tỷ VND)

Top 5 Tác Giả Có Sách Bán Chạy Nhất

Osho

Nguyễn Nhật Ánh

Nguyên Phong

Higashino Keigo

Hae Min

Tác giả

Số lượng sách bán ra (ĐVT: Cuốn)
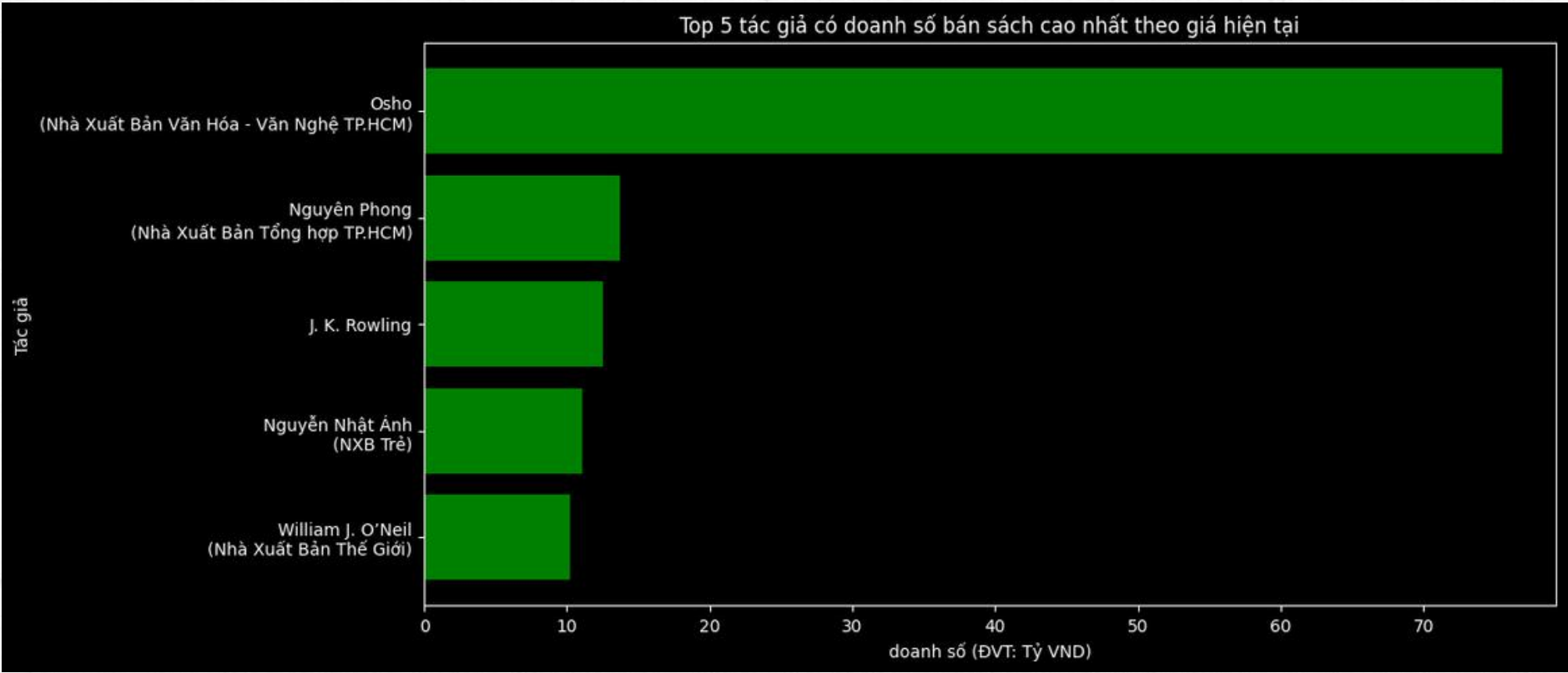
## 2. Sales Performance and Author Influence Analysis

**In the book market, one compelling question often arises: Can a publisher succeed thanks to a single star author?**

Let's take a look at the ranking of the top-selling authors:
   1. Osho
   2. Nguyễn Nhật Ánh
   3. Nguyên Phong

And here is the list of authors with the highest total sales revenue:
   1. Osho (NXB Văn Hoá – Văn Nghệ TP.HCM)
   2. Nguyên Phong (NXB Tổng Hợp TP.HCM)
   3. J.K. Rowling (Không có NXB độc quyền tại Việt Nam)

The difference between these two rankings reveals a key insight:
 High sales volume doesn't always translate into high revenue.
Nguyễn Nhật Ánh – Bestselling, but not necessarily high-revenue
Nguyễn Nhật Ánh's books are consistently beloved by a wide audience and sell in large quantities.
 However, despite the high volume, he does not appear in the top 3 authors by revenue.
 This may be due to the relatively modest pricing of his books—while they are frequently purchased, the lower price point limits overall revenue growth.

Nguyên Phong – Fewer titles, but higher value
 In contrast, although Nguyên Phong sells fewer books than Nguyễn Nhật Ánh, he ranks higher in total revenue.
 His books are generally priced higher, which significantly boosts overall sales revenue despite lower volume.

J.K. Rowling – Not high in volume, but strong in revenue
 J.K. Rowling does not appear among the top-selling authors by volume, yet she still ranks among the highest in total revenue.
 This suggests that even without massive sales numbers, her books carry high value—likely due to premium pricing or the nature of her titles being special editions or high-demand series.

Osho – The "all-round" author
 Osho stands out as a unique case: he ranks first in both the number of books sold and total revenue. This indicates the strong influence of his philosophy—and that readers are not only highly engaged, but also willing to pay for his books.  His work commands both mass appeal and monetary value, making him a rare example of commercial and intellectual success combined.

One notable observation is that no single publisher holds exclusive rights to all the works of the top authors.

• Osho: Closely associated with Văn Hoá – Văn Nghệ Publishing House (Ho Chi Minh City)
• Nguyên Phong: Published by Tổng Hợp Publishing House (Ho Chi Minh City)
• J.K. Rowling: No single publisher holds exclusive publishing rights for her books in Vietnam

**Author Strategy for Publishers:**
 **Relying on a single "golden author" to carry the majority of sales is a rare success story—and not a strategy publishers should count on.**
 **Instead, publishers that seize current market gaps and secure long-term rights to multiple high-potential authors will be in a much stronger position.**
 **This diversified approach offers a more stable and scalable path to revenue growth, compared to the high-risk model of depending solely on one star author, as seen in the case of Osho.**

# 3. Sales by Genre – Reader Trends on the Platform


Top 5 thể loại sách có nhiều đầu sách


Top 5 thể loại sách có số lượng sách bán được nhiều nhất


Top 5 thể loại sách có doanh số cao nhất theo giá hiện tại

The book market constantly shifts in response to readers' tastes, and data from e-commerce platforms has revealed some interesting trends.

Top 3 Genres with the Most Book Titles
1. Self-help & Personal Development
2. Novels
3. Short Stories, Essays & Reflections

Top 3 Genres by Number of Books Sold
1. Self-help & Personal Development
2. Art of Living
3. Short Stories, Essays & Reflections

Top 3 Genres by Total Sales Revenue
1. Self-help & Personal Development
2. Art of Living
3. Finance & Money Management

Trend Analysis
Self-help & Personal Development
 This genre ranks first in all three metrics: number of titles, units sold, and total revenue.
 A key reason may lie in the platform's user base—predominantly young, information-savvy readers eager to improve themselves and grow personally and professionally.
Novels
 Despite having the second-highest number of titles, novels do not appear in the top 3 for either units sold or revenue.
 This indicates that simply increasing the volume of titles in this genre is not an effective strategy for boosting sales.
Short Stories, Essays & Reflections
 Ranking in the top 3 for both number of titles and units sold, this genre shows that many readers still turn to books as a source of relaxation and entertainment—not just learning.
 Its broad appeal supports the idea that emotional connection and light reading remain strong drivers of book consumption.
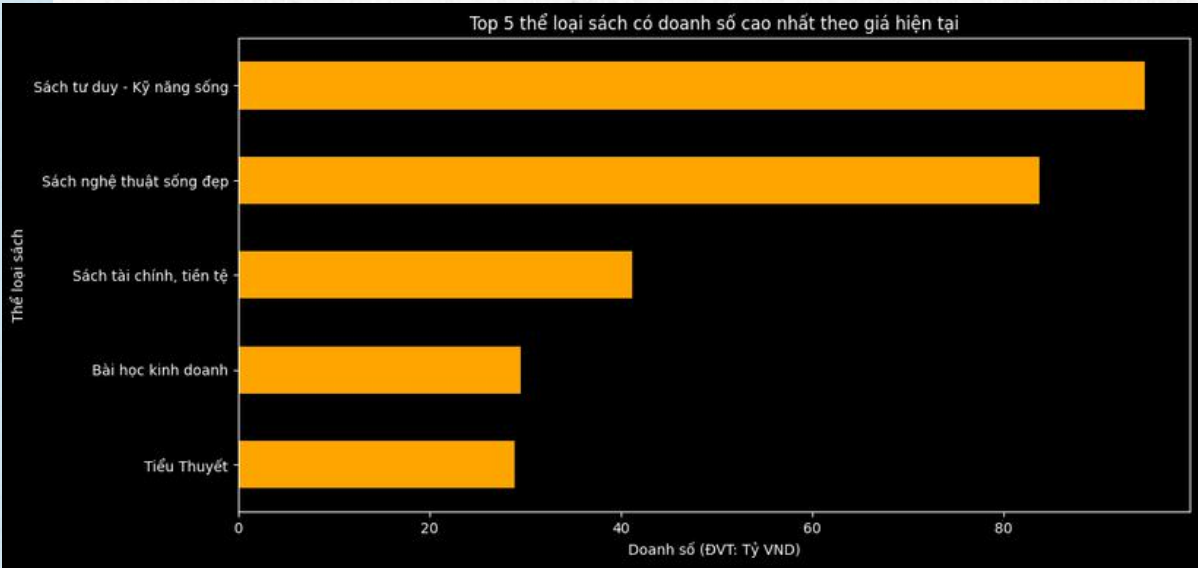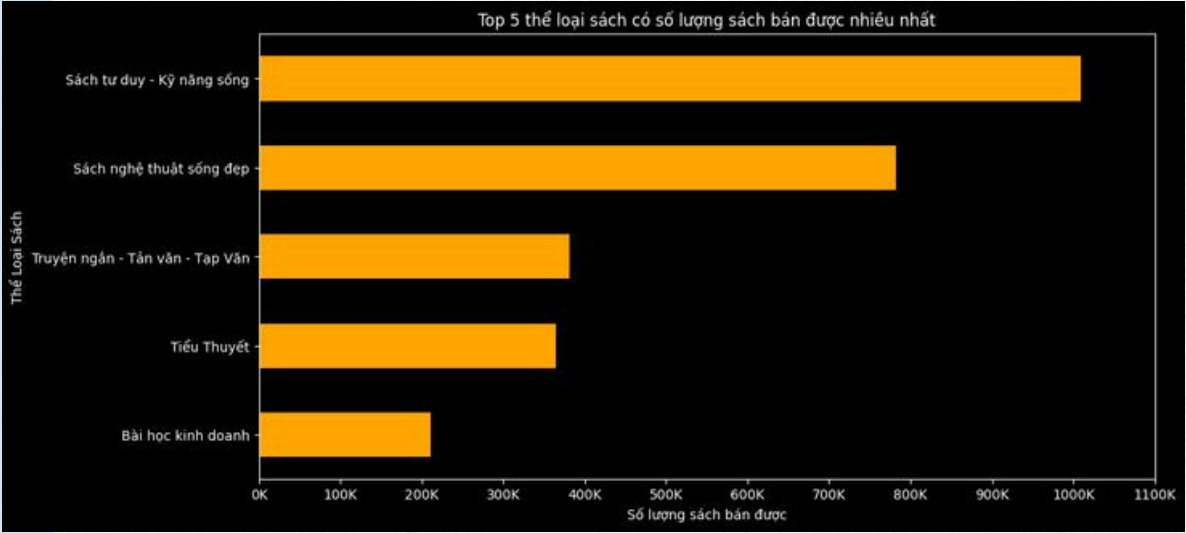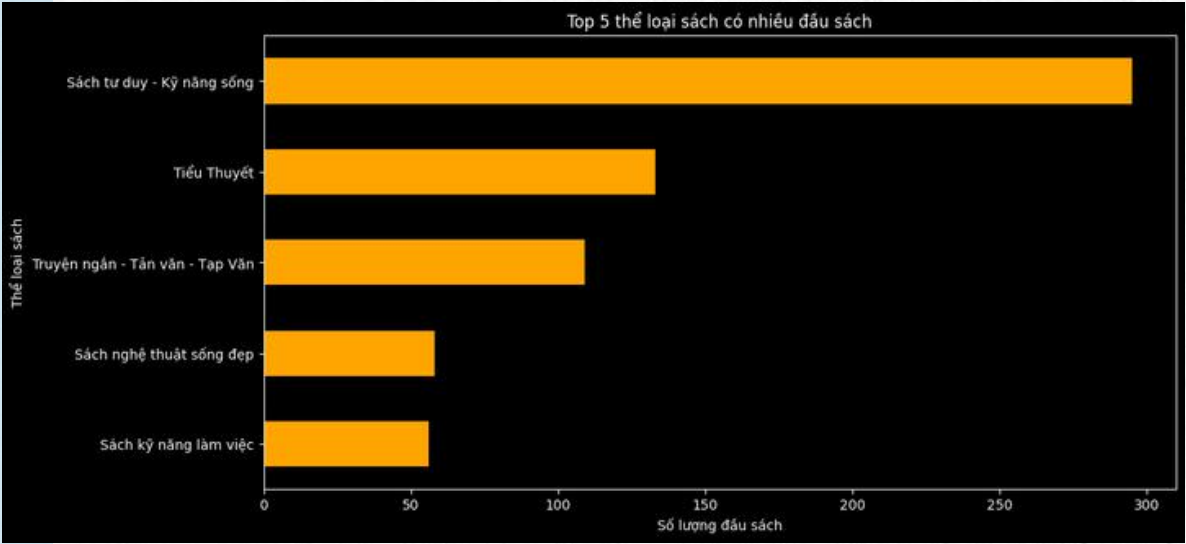
Art of Living Books
 Although this genre doesn't have a large number of titles, it consistently holds the #2 position in both units sold and total revenue.
 This suggests strong stability and untapped potential—if developed strategically, it could become a core revenue driver.
Finance & Money Management Books
 This may be the most surprising insight. Despite not being in the top genres by number of titles or units sold, finance books still rank #3 in total revenue.
 This indicates the presence of a highly loyal and high-spending reader segment. Finance books may represent an underexploited market with significant upside.
 To better understand the full potential of this genre, we'll explore it further in the next section.

**Genre Strategy for Publishers**
 **Finance and money management books appear to be a hidden gem—a high-revenue segment with relatively few titles and modest volume.**
 **Current data shows that this genre is far from saturated. For publishers, this represents a major growth opportunity with room to expand both in title count and targeted marketing.**
 **Investing in this space could unlock substantial returns in the near future.**

Top 5 đầu sách bán chạy nhất

Top 5 sách có doanh số bán cao nhất
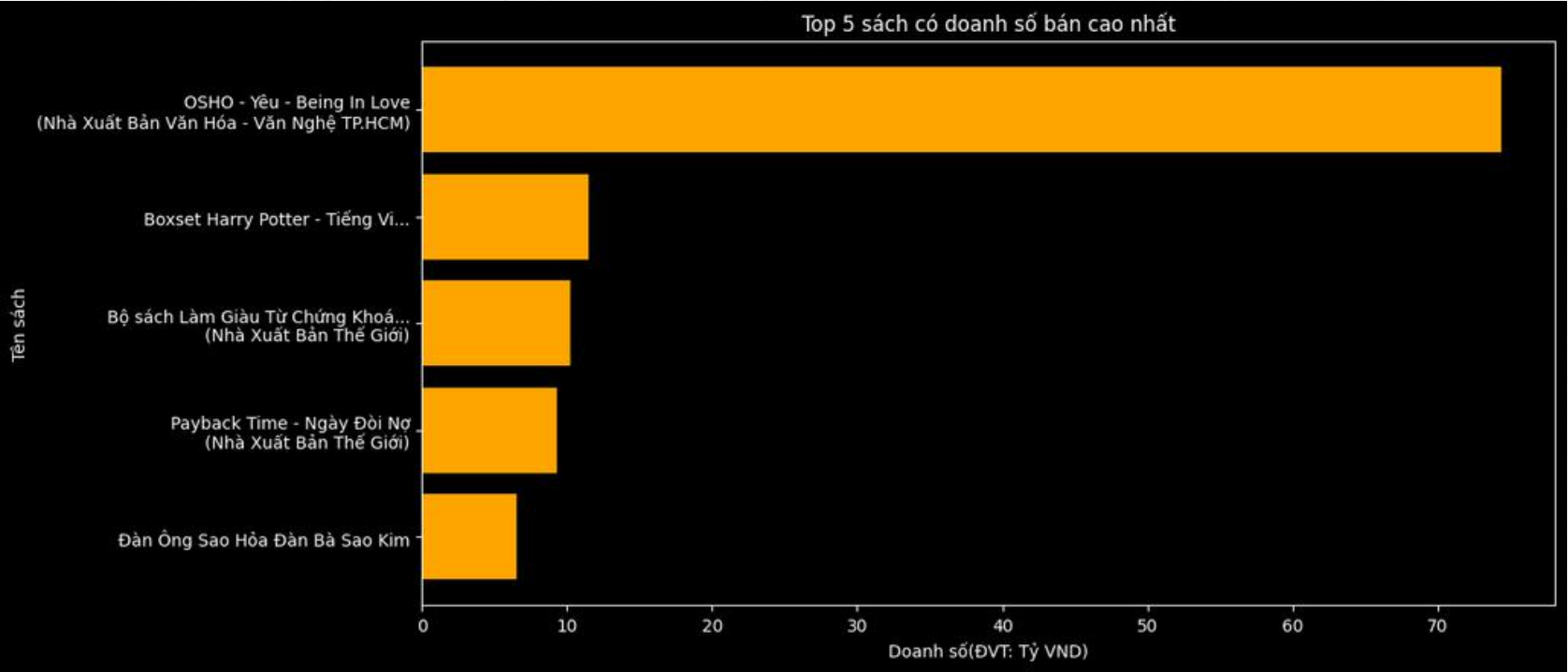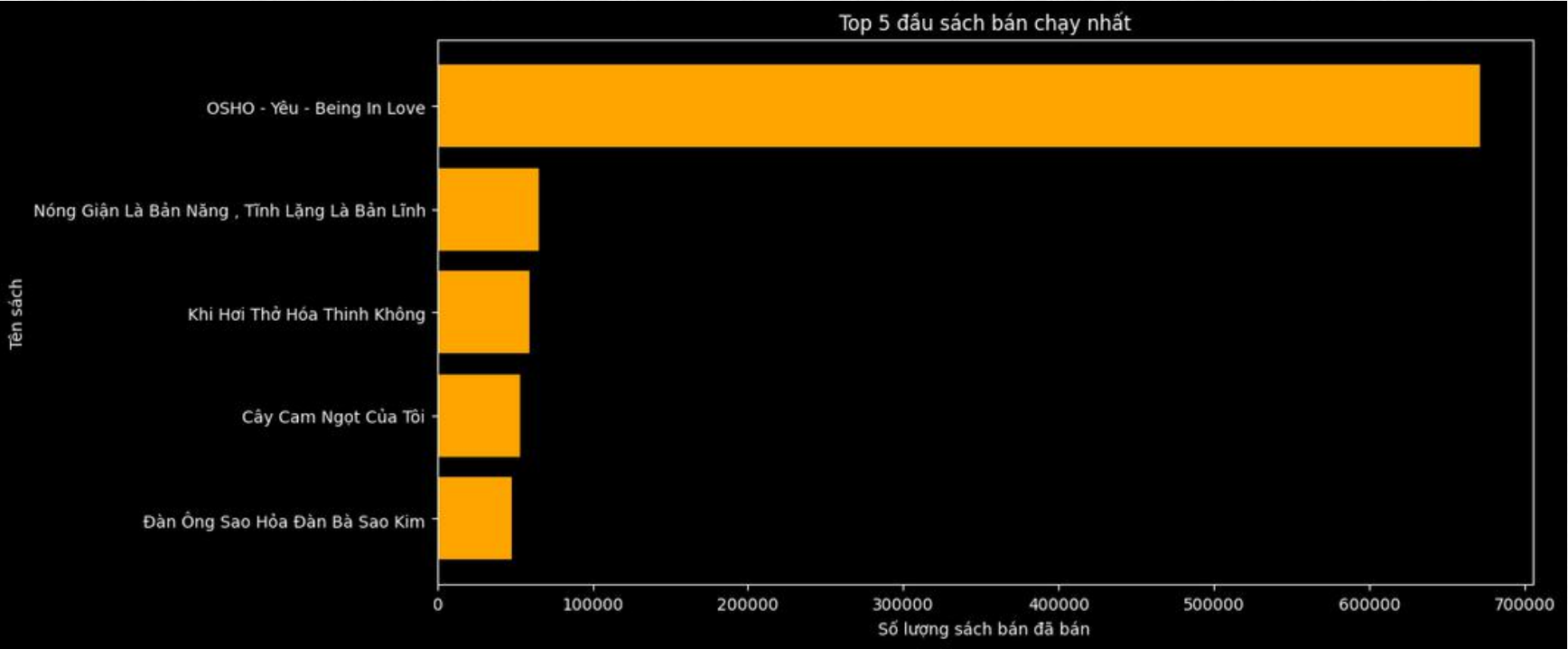
## 4. Correlation Between Sales Volume and Revenue Per Title

Top 5 Best-Selling Books on the Platform
  1. Osho - Yêu - Being in Love
  2. Nóng Giận Là Bản Năng, Tĩnh Lặng Là Bản Lĩnh
  3. Khi Hơi Thở Hoá Thinh Không
  4. Cây Cam Ngọt Của Tôi
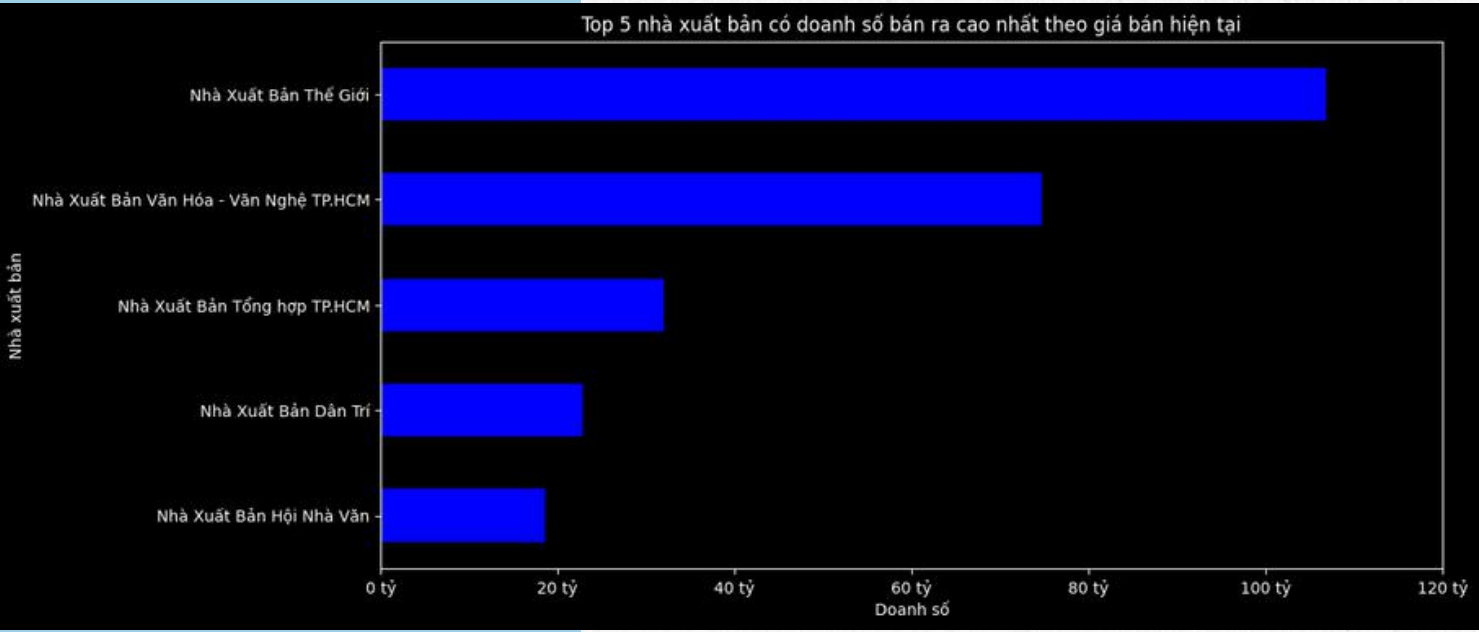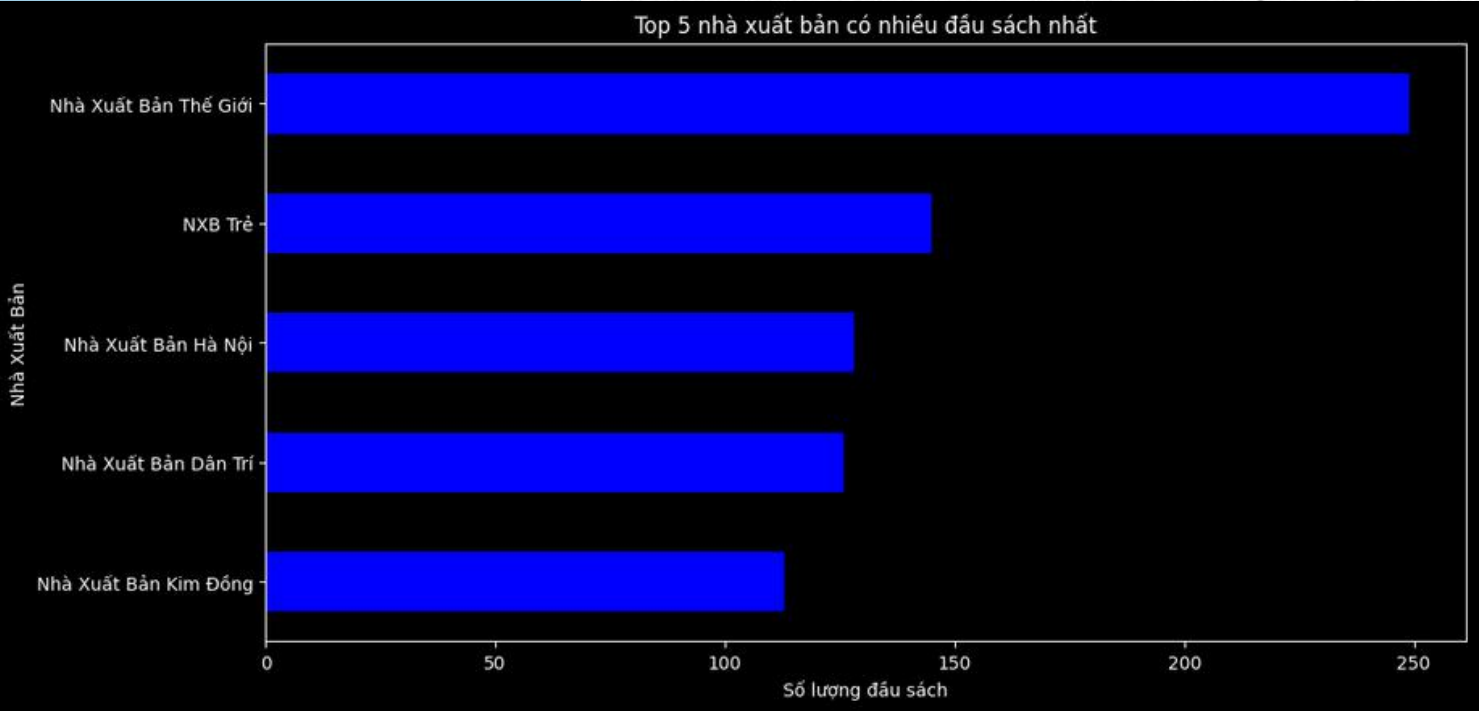  5. Đàn Ông Sao Hoả, Đàn Bà Sao Kim

Top 5 Highest-Grossing Books
  1. Osho - Yêu - Being in Love
  2. Boxset Harry Potter
  3. Bộ Sách Làm Giàu Từ Chứng Khoán
  4. Payback Time - Ngày Đòi Nợ
  5. Đàn Ông Sao Hoả, Đàn Bà Sao Kim

From these numbers, we can see that aside from Osho – Being in Love, which tops both the best-selling and highest-grossing lists, the remaining positions vary significantly between the two rankings.
In terms of revenue, two finance books—"The Intelligent Investor Series" and "Payback Time"—make it into the top grossing list despite not being among the top in units sold.
 This highlights a key insight: while these books may not dominate in volume, their high individual value enables them to maintain strong positions in total revenue rankings.

**This raises an interesting question:**
 **Between NXB Thế Giới and NXB Văn Hoá – Văn Nghệ Ho Chi Minh City, which publisher actually generates the highest total revenue?**

The balance appears to tip in one direction:
NXB Văn Hoá – Văn Nghệ Ho Chi Minh City holds a clear advantage by publishing Osho—a true "golden goose," consistently leading in both units sold and total revenue.
And now, we turn to the next layer of analysis to uncover the full picture.

**Top 5 Nhà Xuất Bản Có Số Lượng Sách Bán Được Nhiều Nhất**


**Top 5 nhà xuất bản có nhiều đầu sách nhất**


**Top 5 nhà xuất bản có doanh số bán ra cao nhất theo giá bán hiện tại**
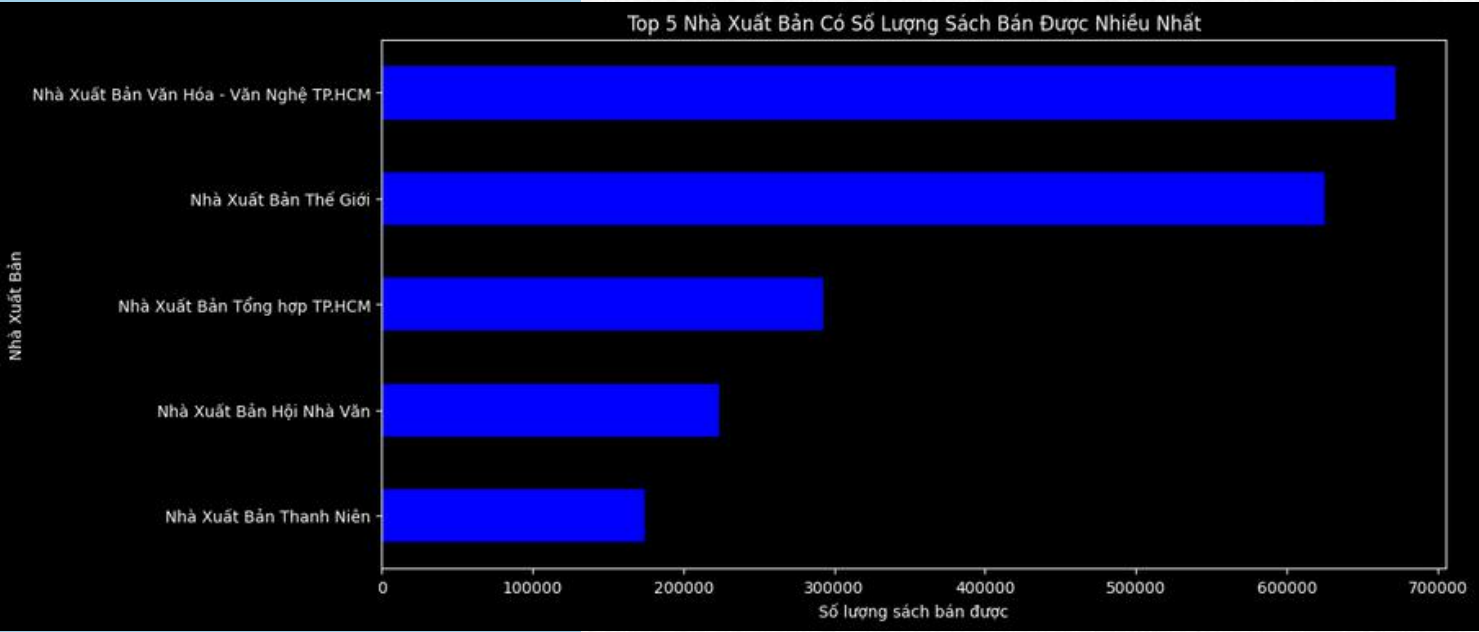
# 5.Sales Analysis by Publisher

Top 5 Publishers by Number of Books Sold
  1. Nhà Xuất Bản Văn Hoá - Văn Nghệ TP.HCM
  2. Nhà Xuất Bản Thế Giới
  3. Nhà Xuất Bản Tổng Hợp TP.HCM
  4. Nhà Xuất Bản Hội Nhà Văn
  5. Nhà Xuất Bản Thanh Niên

Top 5 Publishers by Number of Book Titles
  1. Nhà Xuất Bản Thế Giới
  2. Nhà Xuất Bản Trẻ
  3. Nhà Xuất Bản Hà Nội
  4. Nhà Xuất Bản Dân Trí
  5. Nhà Xuất Bản Kim Đồng

Top 5 Highest-Grossing Publishers
  1. Nhà Xuất Bản Thế Giới
  2. Nhà Xuất Bản Văn Hoá - Văn Nghệ TP.HCM
  3. Nhà Xuất Bản Tổng Hợp TP.HCM
  4. Nhà Xuất Bản Dân Trí
  5. Nhà Xuất Bản Hội Nhà Văn

From the above figures, it's clear that Nhà Xuất Bản Văn Hoá - Văn Nghệ TP.HCM aka "Văn Hoá – Văn Nghệ Publishing House (Ho Chi Minh City)"  leads in the number of books sold, yet does not appear among the publishers with the most titles.
This suggests a focused strategy—concentrating on a few key authors or core genres rather than spreading across a wide catalog.
 As a result, despite having fewer titles, they still rank second in total sales revenue.

The publishing giant has revealed itself—NXB Thế Giới is holding a dominant position.
 While ranking second in total books sold, it claims the top two most critical positions:
  • #1 in total number of titles
  • #1 in total sales revenue
This demonstrates the power of combining a diverse catalog with an effective sales strategy, securing a firm and formidable presence in the publishing market.

The publishing market is fiercely competitive—not only in the number of titles released, but also in how effectively publishers connect with readers.
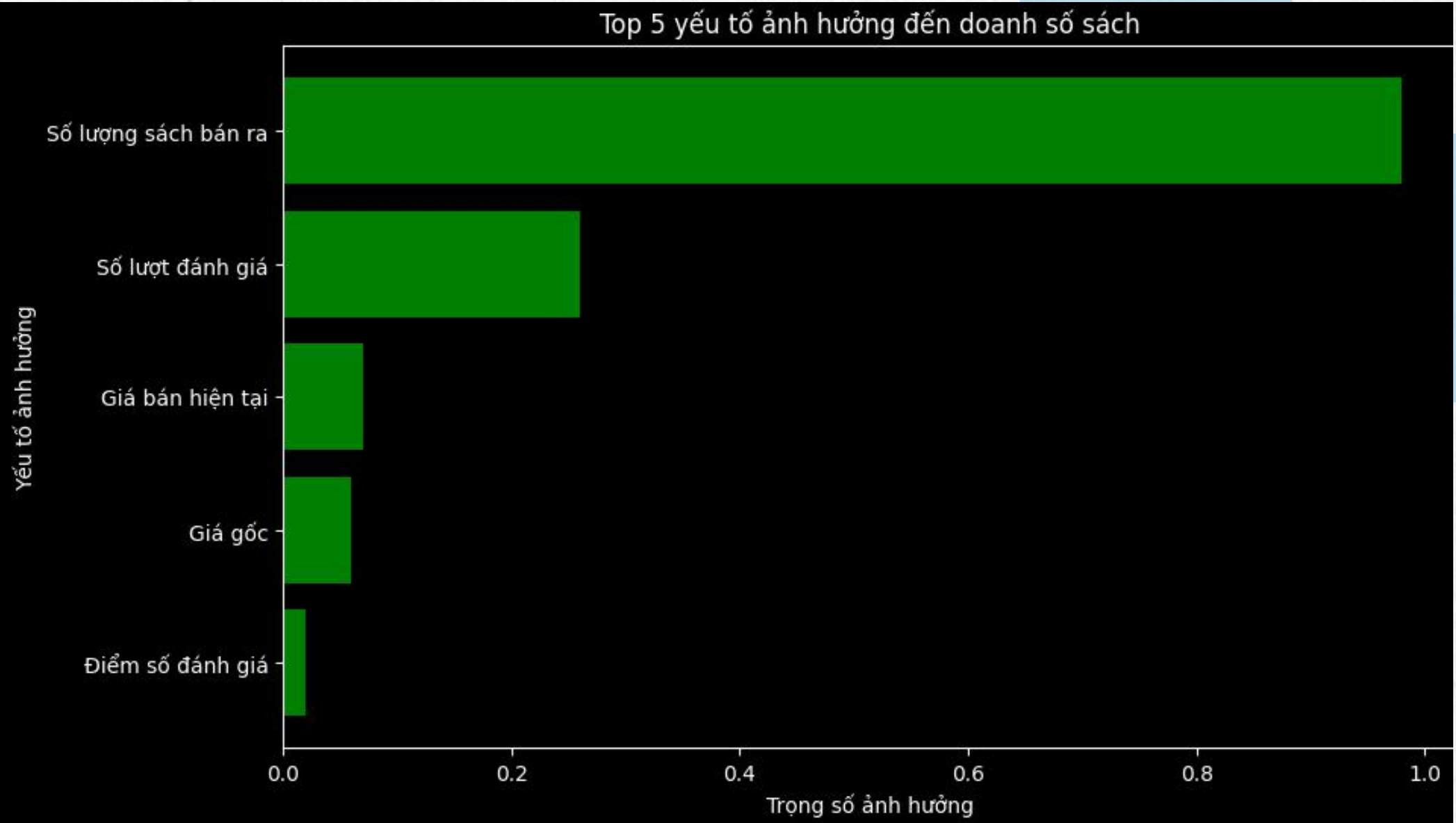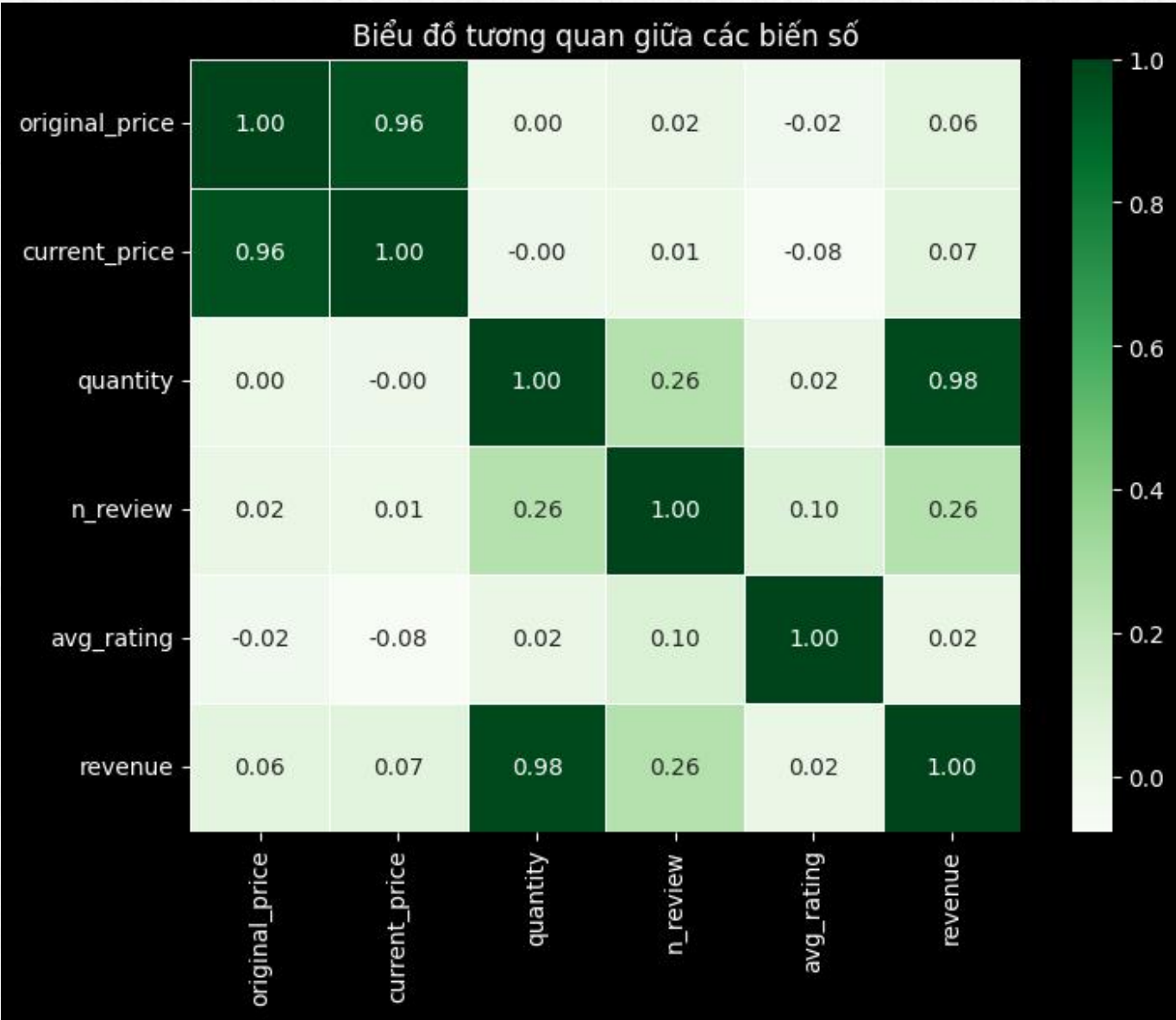So, what is NXB Thế Giới's key to success? What are the new rules of the game?
Understanding this could offer vital insights for other publishers to refine their strategies, boost revenue, and expand market share.
We'll explore this further in the next section.

Biểu đồ tương quan giữa các biến số

|  | original_price | current_price | quantity | n_review | avg_rating | revenue |
|---|---|---|---|---|---|---|
| original_price | 1.00 | 0.96 | 0.00 | 0.02 | -0.02 | 0.06 |
| current_price | 0.96 | 1.00 | -0.00 | 0.01 | -0.08 | 0.07 |
| quantity | 0.00 | -0.00 | 1.00 | 0.26 | 0.02 | 0.98 |
| n_review | 0.02 | 0.01 | 0.26 | 1.00 | 0.10 | 0.26 |
| avg_rating | -0.02 | -0.08 | 0.02 | 0.10 | 1.00 | 0.02 |
| revenue | 0.06 | 0.07 | 0.98 | 0.26 | 0.02 | 1.00 |



Top 5 yếu tố ảnh hưởng đến doanh số sách

## 6. CORRELATION ANALYSIS OF KEY VARIABLES INFLUENCING BOOK SALES

Dựa trên biểu đồ tương quan, các yếu tố ảnh hưởng đến doanh số sách được sắp xếp theo mức độ quan trọng giảm dần:

Top 5 Factors Influencing Book Sales (Based on Correlation Weights)
The higher the weight, the greater the impact on sales revenue.
1. Number of units sold – 0.98
2. Number of customer reviews – 0.26
3. Current selling price – 0.07
4. Original listed price – 0.06
5. Average review rating – 0.02

Mối quan hệ giữa doanh số và số lượng sách bán ra | Mối quan hệ giữa số lượng đánh giá và số lượng sách bán ra | Mối quan hệ giữa điểm đánh giá trung bình và số lượng sách bán ra | Mối quan hệ giữa điểm đánh giá trung bình và số lượng đánh giá
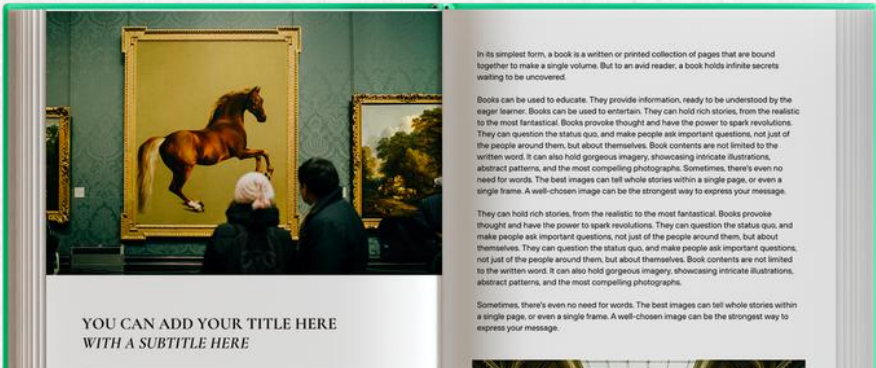
**Scatter plots between key variables will help visualize these relationships more clearly and provide context for the correlation results observed.**

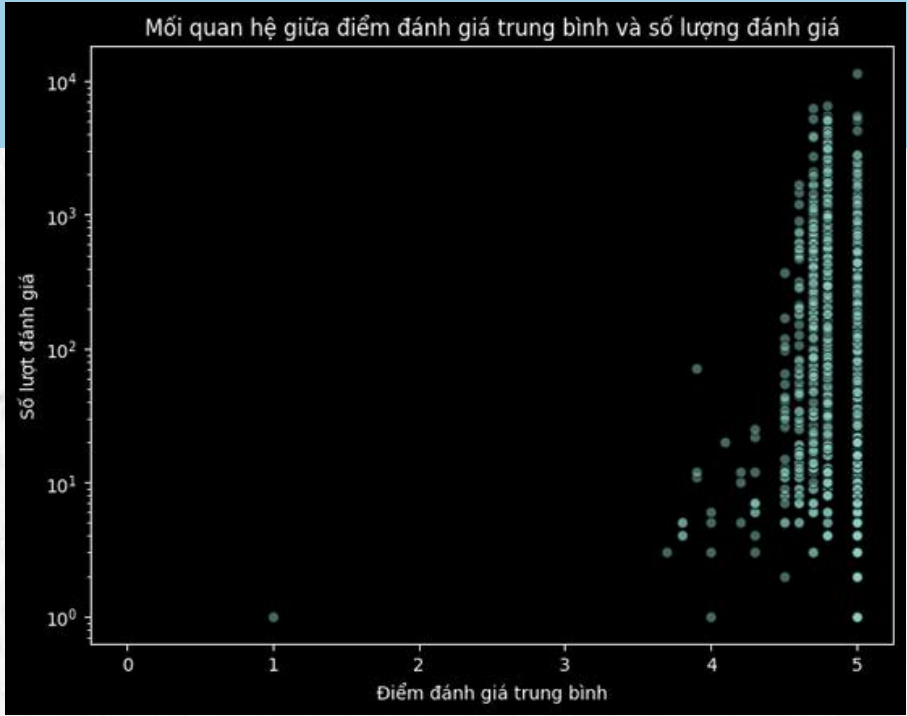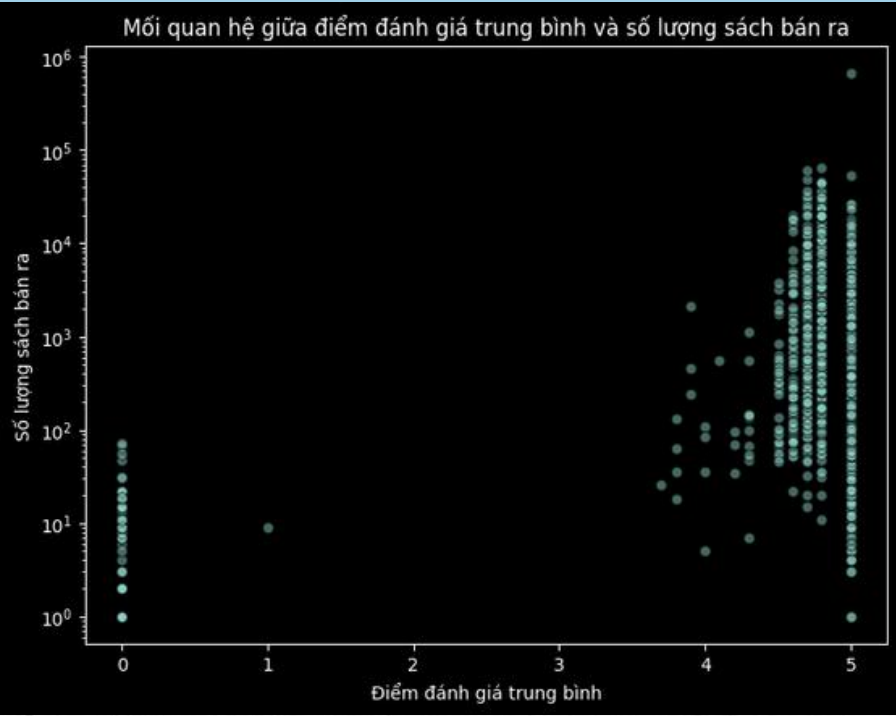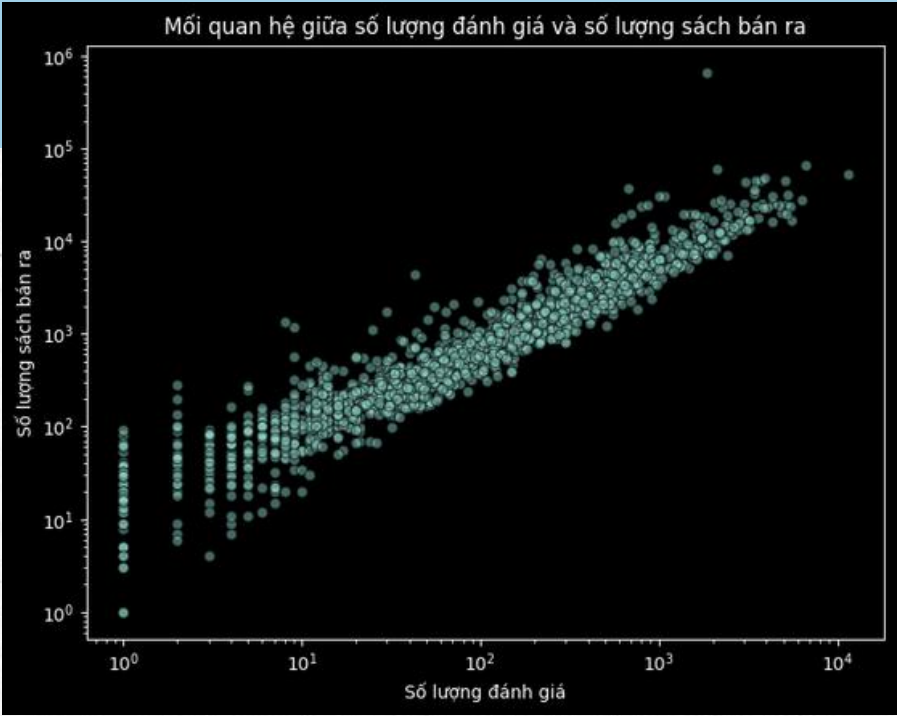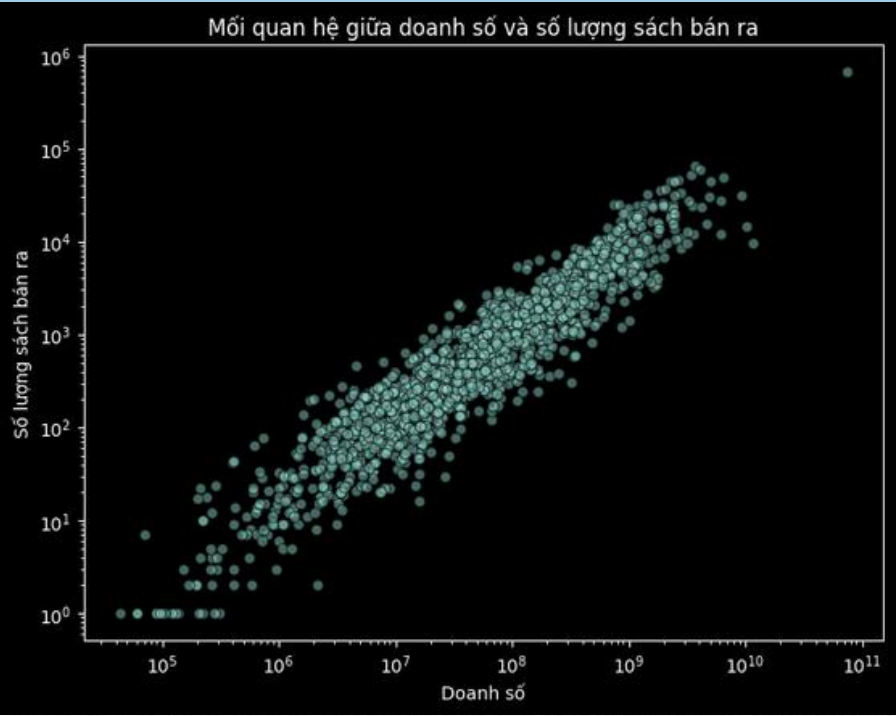Units Sold – The Primary Sales Driver
 The number of units sold is by far the most influential factor affecting revenue.
 While each reader has unique preferences, a high-selling title typically reflects alignment with mainstream reader demand.

Number of Reviews – The Power of Social Proof
 The number of customer reviews plays a crucial psychological role in influencing purchasing decisions.
 When a book gathers many reviews, it generates a sense of popularity and trust, which encourages more people to buy.
 Satisfied readers often return to leave feedback—creating a positive feedback loop that reinforces sales.

Selling Price & Discount – Moderate but Noticeable Impact
 Books offered at discounted prices tend to attract more buyers, slightly boosting revenue compared to full-priced titles.
 However, the impact is relatively minor, as shown by the low correlation weights: 0.07 for the discounted price and 0.06 for the original price.

Average Rating – Quality ≠ Sales Volume
 While the rating reflects perceived quality, it has minimal correlation with sales.
 One possible explanation: most books on the platform are rated highly (between 4.5 and 5.0), leaving little variance to drive meaningful differentiation.

**A Good Book Doesn't Always Sell, and a Bad One Doesn't Always Get Low Ratings**
An interesting observation: a well-written, highly rated book doesn't always translate into strong sales—especially if its content appeals to a niche audience.
 On the flip side, books that are more accessible or align with mainstream interests often sell better, even if their content isn't as critically acclaimed.
Meanwhile, low-quality books tend to fall into two categories:
  • Some receive 1-star reviews from disappointed readers
  • Others receive no reviews at all—not because they're average, but because they're so poor that readers don't even bother to leave feedback
This creates a strange phenomenon: certain titles show zero reviews, low sales, and no visible indication of poor quality—making them invisible failures on the platform.
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**STRATEGY FOR PUBLISHERS:**

**To maximize sales, publishers should prioritize titles that align with mainstream reader interests—rather than focusing solely on academic or niche content.**
**A well-written book doesn't always guarantee strong sales, but a book that resonates with a broader audience is far more likely to succeed commercially.**

Heatmap Số Lượng Sách Bán Chạy

| Nhà xuất bản | Bài học kinh doanh | Sách nghệ thuật sống đẹp | Sách tài chính, tiền tệ | Sách tư duy - kỹ năng sống | Tiểu Thuyết |
|---|---|---|---|---|---|
| Nhà Xuất Bản Dân Trí | 6462 | 10498 | 18383 | 21567 | 2551 |
| Nhà Xuất Bản Hội Nhà Văn | 0 | 0 | 0 | 8141 | 116995 |
| Nhà Xuất Bản Thế Giới | 76802 | 17614 | 81895 | 176078 | 19169 |
| Nhà Xuất Bản Tổng hợp TP.HCM | 32055 | 41888 | 0 | 65137 | 0 |
| Nhà Xuất Bản Văn Hóa - Văn Nghệ TP.HCM | 0 | 671121 | 0 | 682 | 0 |



Heatmap số lượt đánh giá sách

| Nhà xuất bản | Bài học kinh doanh | Sách nghệ thuật sống đẹp | Sách tài chính, tiền tệ | Sách tư duy - kỹ năng sống | Tiểu Thuyết |
|---|---|---|---|---|---|
| Nhà Xuất Bản Dân Trí | 546 | 1331 | 2990 | 2959 | 452 |
| Nhà Xuất Bản Hội Nhà Văn | 0 | 0 | 0 | 1467 | 23815 |
| Nhà Xuất Bản Thế Giới | 10260 | 3430 | 12755 | 27635 | 1815 |
| Nhà Xuất Bản Tổng hợp TP.HCM | 5227 | 4015 | 0 | 9914 | 0 |
| Nhà Xuất Bản Văn Hóa - Văn Nghệ TP.HCM | 0 | 1855 | 0 | 97 | 0 |



Heatmap Đánh Giá Chất Lượng Theo Nhà Xuất Bản và Thể Loại Sách

| Nhà xuất bản | Bài học kinh doanh | Sách nghệ thuật sống đẹp | Sách tài chính, tiền tệ | Sách tư duy - kỹ năng sống | Tiểu Thuyết |
|---|---|---|---|---|---|
| Nhà Xuất Bản Dân Trí | 3.75 | 4.35 | 2.40 | 4.52 | 4.93 |
| Nhà Xuất Bản Hội Nhà Văn | 0.00 | 0.00 | 0.00 | 3.96 | 4.40 |
| Nhà Xuất Bản Thế Giới | 4.26 | 4.38 | 4.83 | 4.43 | 4.70 |
| Nhà Xuất Bản Tổng hợp TP.HCM | 4.86 | 4.93 | 0.00 | 4.09 | 0.00 |
| Nhà Xuất Bản Văn Hóa - Văn Nghệ TP.HCM | 0.00 | 5.00 | 0.00 | 4.70 | 0.00 |

# 7. Heat Map Visualization – "NXB Thế Giới" Success Model Overview

This heat map illustrates the relationship between the top 5 highest-grossing publishers and the top 5 best-performing book genres.
 By mapping key variables such as units sold, number of reviews, and average rating, we can better understand the factors behind the success of NXB Thế Giới—and how its catalog strategy aligns with market demand.

## 1. Diversified Catalog Strategy – NXB Thế Giới vs. NXB Văn Hoá – Văn Nghệ Ho Chi Minh City

Heat map data reveals that NXB Thế Giới has a well-distributed portfolio of best-selling titles across multiple genres, rather than concentrating heavily on a single category.
In contrast, NXB Văn Hoá – Văn Nghệ HCMC shows a strong reliance on one dominant genre.
This diversified approach allows NXB Thế Giới to not only maintain a revenue advantage but also effectively broaden its customer base, making it more resilient and scalable compared to other publishers.
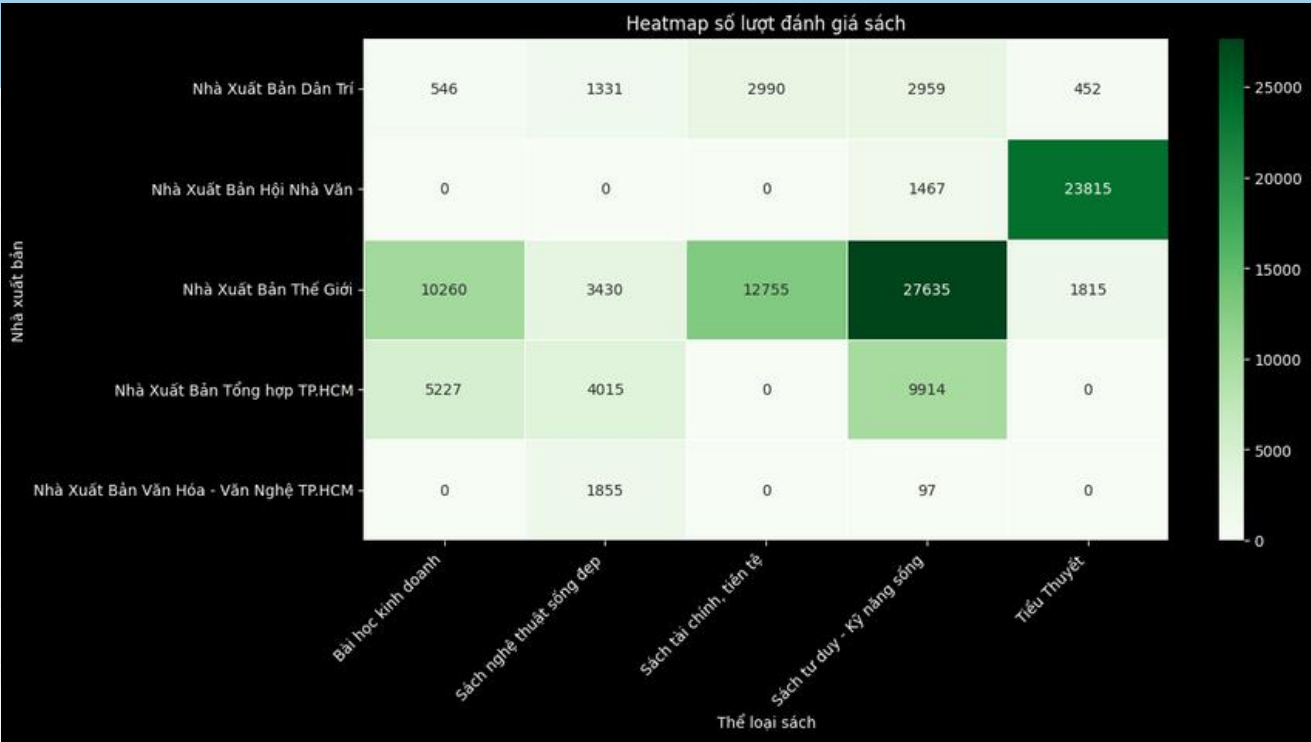
## 2. NXB Thế Giới vs. NXB Dân Trí – Review Volume and Its Impact on Sales

Like NXB Thế Giới, NXB Dân Trí also offers a diverse range of best-selling titles across multiple trending genres.
 However, the key difference that explains the revenue gap between the two lies in the number of customer reviews.
Books published by NXB Thế Giới consistently receive significantly more reviews, particularly in the Self-Help & Personal Development category.
This highlights the powerful role of social proof—titles with a high volume of reviews build trust and credibility, making them far more likely to attract new buyers.

## 3. Book Quality – A Key Advantage in NXB Thế Giới's Diversification Strategy

Another critical factor is the average rating across book categories.
NXB Thế Giới consistently maintains higher and more balanced review scores across all genres compared to NXB Dân Trí.
For example, NXB Dân Trí shows relatively low average ratings in some key genres:

- Business Lessons: 3.75/5
- Finance & Money Management: 2.5/5

In contrast, NXB Thế Giới achieves average ratings above 4.2 across its entire catalog.
This demonstrates that beyond strong sales volume, NXB Thế Giới also delivers consistently high content quality—a key contributor to its dominant market position.
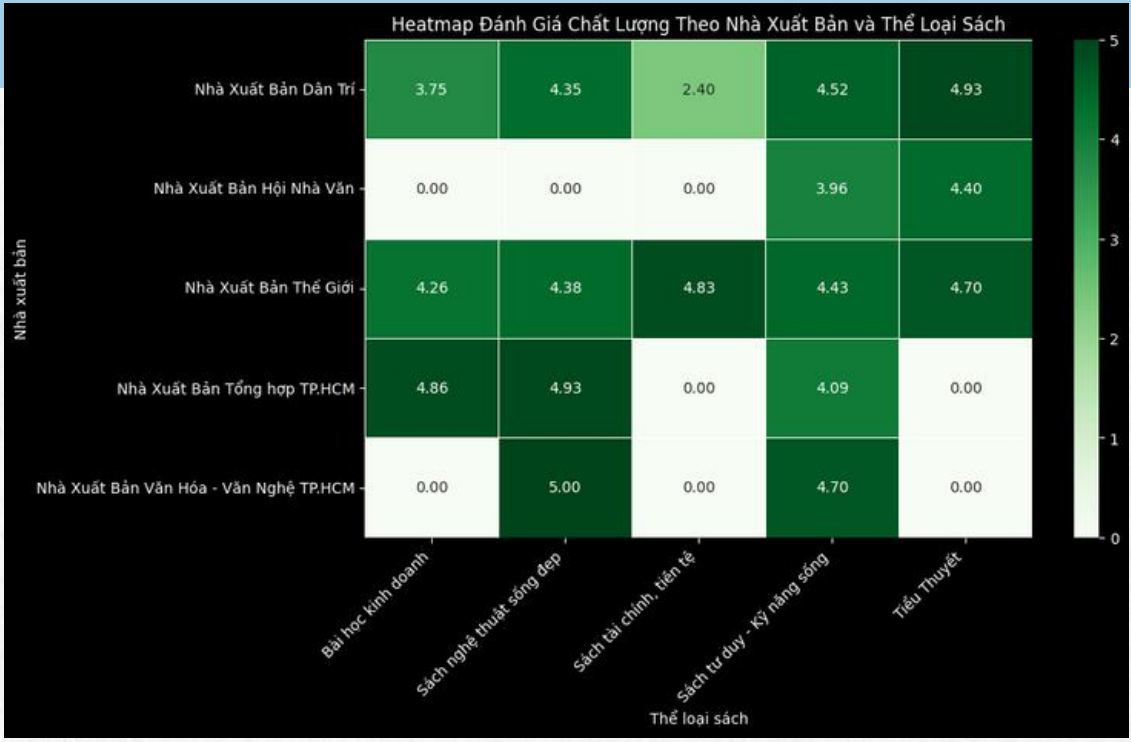
# Conclusion

From the analysis above, several key factors emerge that explain NXB Thế Giới's outstanding sales performance:

- Well-balanced catalog: A strategic distribution of titles across multiple genres, rather than over-concentrating on one category.
- High review volume: Strong reader engagement and social proof that drive organic visibility and purchasing decisions.
- Consistent book quality: Higher average ratings across categories compared to competitors, reinforcing trust and brand strength.

These factors have positioned NXB Thế Giới as a market leader—and offer a valuable model for other publishers looking to optimize their business strategy.
Now that we've identified the formula for sales success on the Tiki platform, one compelling question naturally follows:
Which specific titles are driving this performance?
 Uncovering the top revenue-contributing books will lead us into the next phase of this analysis—with even more insights to explore.

Top Sách Có Doanh Số Cao Nhất - Nhà Xuất Bản Thế Giới
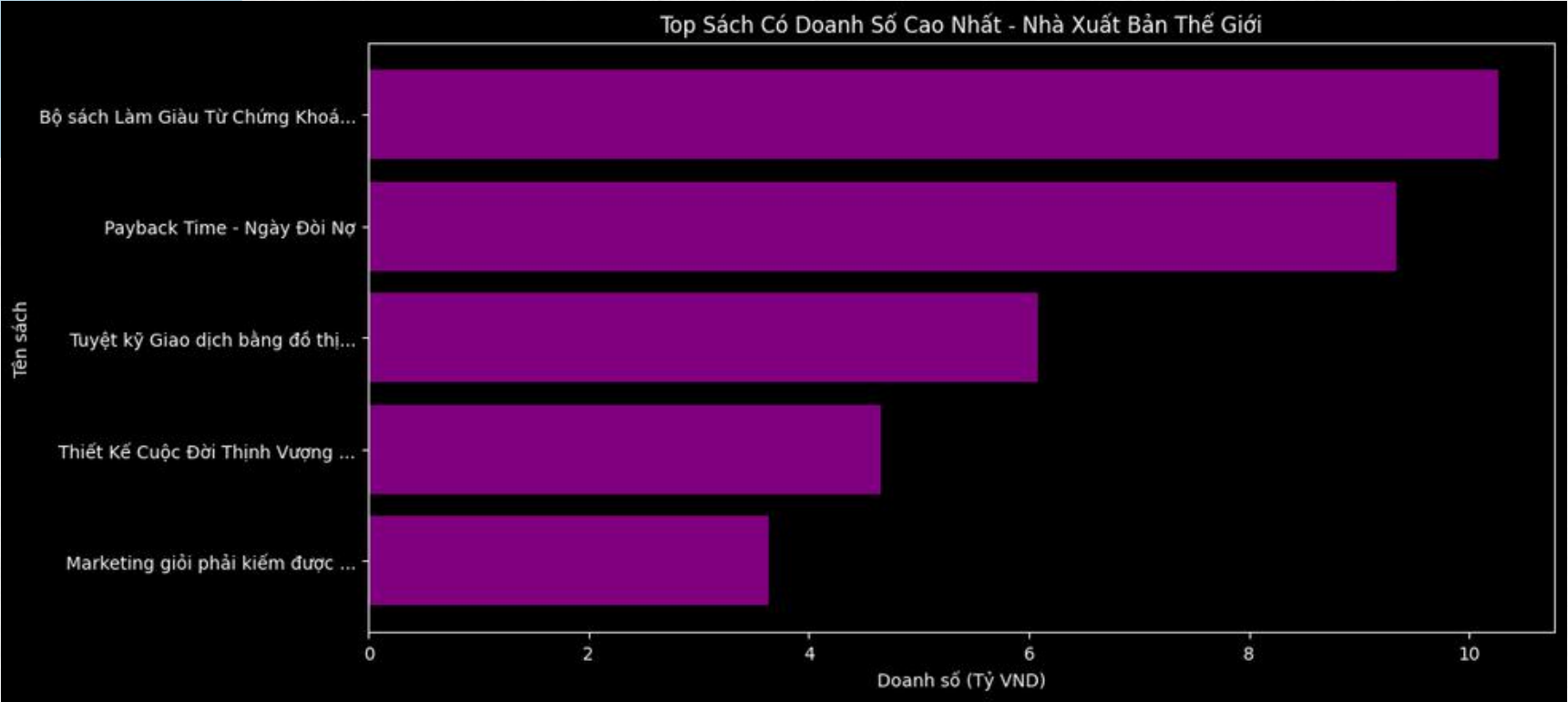
## 8. Profit Contribution Analysis of High-Margin Book Categories

Focusing on high-margin segments from two key publishers: NXB Thế Giới and NXB Văn Hoá – Văn Nghệ TP.HCM.

It's clear that NXB Thế Giới has secured a strong leading position on the Tiki platform by combining a diversified catalog strategy with a consistent focus on quality. This approach has allowed the publisher to both expand its customer base and capitalize effectively on the "goldmine" that is the economic and finance book genre.

Meanwhile, NXB Văn Hoá – Văn Nghệ Ho Chi Minh City has built impressive short-term sales momentum by heavily promoting the works of OSHO. However, this highly concentrated strategy carries long-term risks:

Market saturation is likely, and a sharp slowdown could follow. Even more concerning, the second- and third-highest revenue-contributing titles for this publisher appear to generate minimal impact, highlighting the lack of depth in its revenue structure.

To sustain growth, NXB Văn Hoá – Văn Nghệ must develop a plan to diversify its revenue streams—starting with new titles and emerging authors that can reduce its reliance on a single source.



Top Sách Có Doanh Số Cao Nhất - Nhà Xuất Bản Văn Hoá - Văn Nghệ TP.HCM
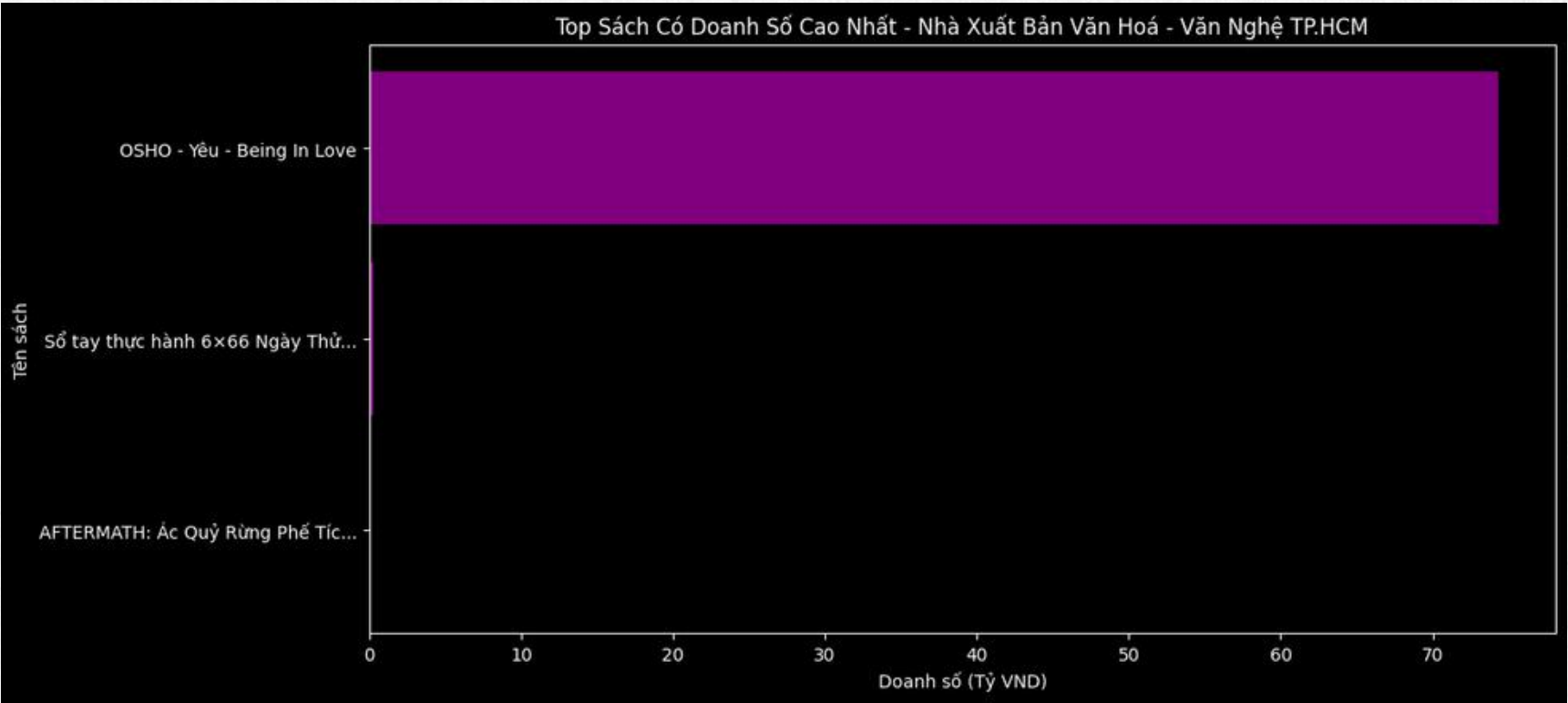
# 9. Executive Summary – Tiki Book Sales Analysis

This report outlines the key findings from a comprehensive analysis of book sales performance on Tiki, focusing on top publishers, genre trends, and sales drivers.

NXB Thế Giới – Market Leader with a Balanced Strategy
- Ranks first in both total revenue and number of book titles.
- Maintains a diverse, well-structured catalog across multiple high-performing genres.
- Success is driven by:
  - Strong distribution across genres, especially Self-help and Finance.
  - High volume of reader reviews, creating strong social proof.
  - Consistently high average ratings across all categories (above 4.2).

NXB Văn Hoá – Văn Nghệ HCMC – Strong Start, Limited Depth
- Leads in total units sold, primarily due to the popularity of Osho's works.
- Heavy dependence on a single author poses sustainability risks.
- Lacks significant contribution from secondary titles, indicating a shallow revenue base.
- Needs to diversify content to maintain long-term sales momentum.

NXB Dân Trí – Potential Undermined by Engagement Gaps
- Catalog spans popular genres, similar to NXB Thế Giới.
- Falls behind in review volume and average book ratings.
- Some categories, like Finance, have notably low ratings (as low as 2.5/5).
- Opportunity exists to improve sales through better quality control and reader engagement strategies.

Top Sales Drivers (Correlation-Based)
1. Number of units sold (correlation weight: 0.98)
2. Number of reviews (0.26)
3. Current selling price (0.07)
4. Original price (0.06)
5. Average rating (0.02)

Strategic Insights
- A wide and high-quality catalog outperforms narrow or author-dependent strategies.
- Reader reviews drive sales more effectively than average ratings.
- Content quality remains essential, but accessibility and alignment with mainstream demand are equally important.
- Sustainable growth comes from combining catalog breadth with consistent value delivery.

Data Analytics Project

# THANK YOU

## Contact

**Stanton Ho**

📞 +(84) 39 298 1368

✉ hst.sytan@gmail.com

🌐 github.com/hstmori/

📍 Lavidaplus, District 7, Ho Chi Minh Chi City