

Optink's Book Success Strategies



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Agenda

Optink's Book Success Strategies

Problem

01

Objective and Goals

02

Data Insights

03


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What are we talking
about?

Problem

Low success rate of Optink books published on Amazon.



Solution

Providing authors and publishers with the best strategies for publishing books on Amazon based on their unique characteristics.

Business Task

Understand how **fiction** and **nonfiction** books perform **differently** on Amazon.



Analytical Goals for our discussion today:

1

Examine the number of bestsellers for fiction and nonfiction books by rating, price, number of reviews and authors

Identifying trends throughout for Amazon bestsellers based on genre can help understand how both genre perform differently, spotting patterns that will help us draw conclusions that serve business needs

2

Examine seasonal and categorical trends and preferences in bestsellers' performance for fiction and nonfiction books

Understanding seasonal and categorical bestseller preference trends in how both types of genres perform on Amazon can help forecast future performance and recommend the best strategies to clients

3

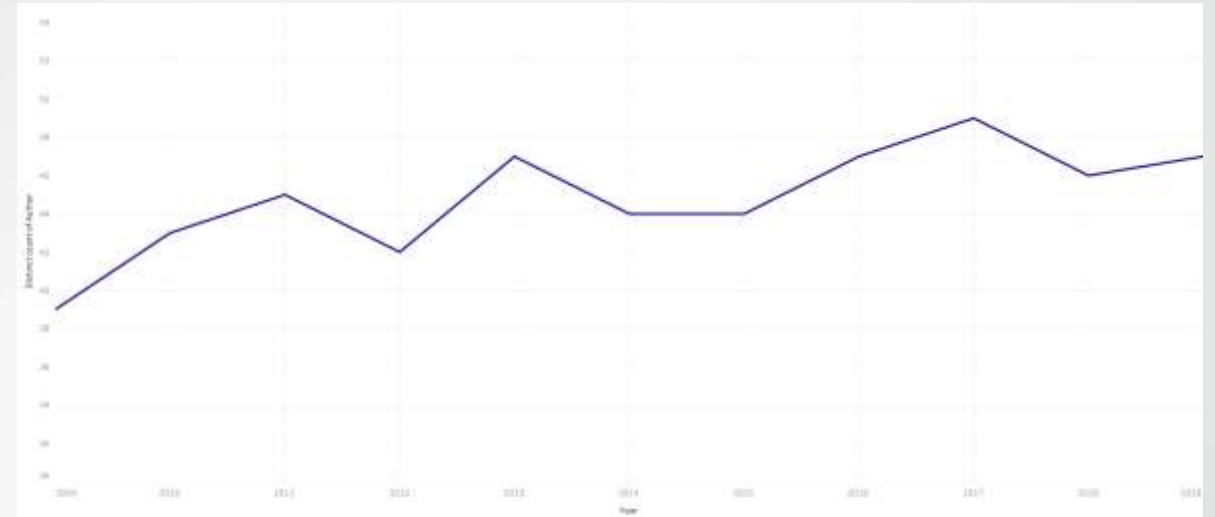
Discuss any potential actions Optink can take based on their business needs and any potential areas for further exploration

There are many different next steps and important actions that Optink can take based on the insights presented, just as further analysis needed to perform

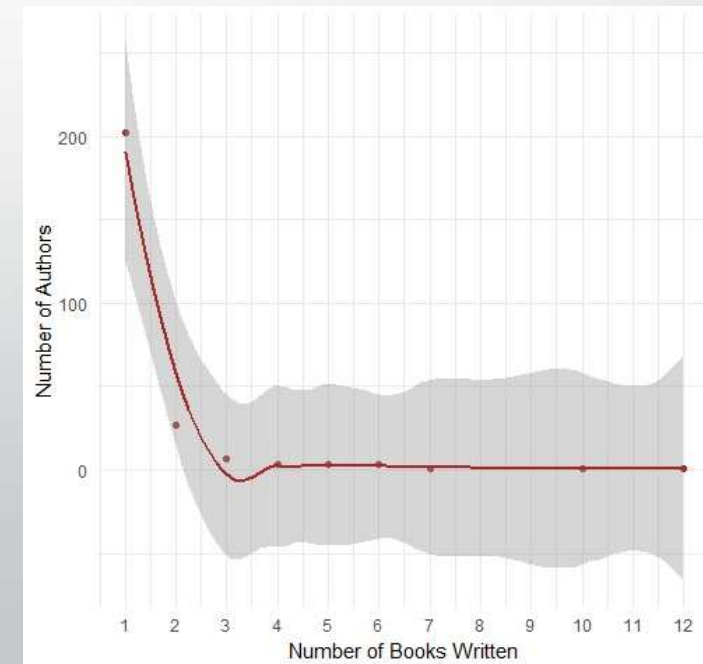
Author Analysis

- Data limited to 50 Amazon Bestsellers per year since 2009 through 2019.
- **Bestsellers** have many more **distinct authors** in **recent** years.
- **Most** authors have written 1 or a few bestsellers throughout this period.

Number of Distinct Authors by Year



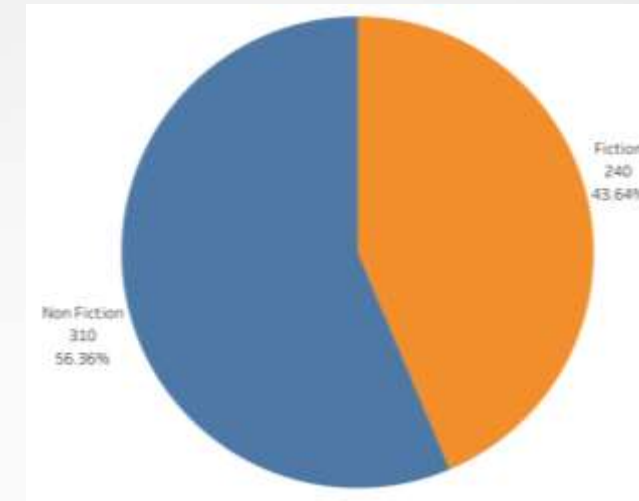
Number of Distinct Authors vs. Number of Books Written



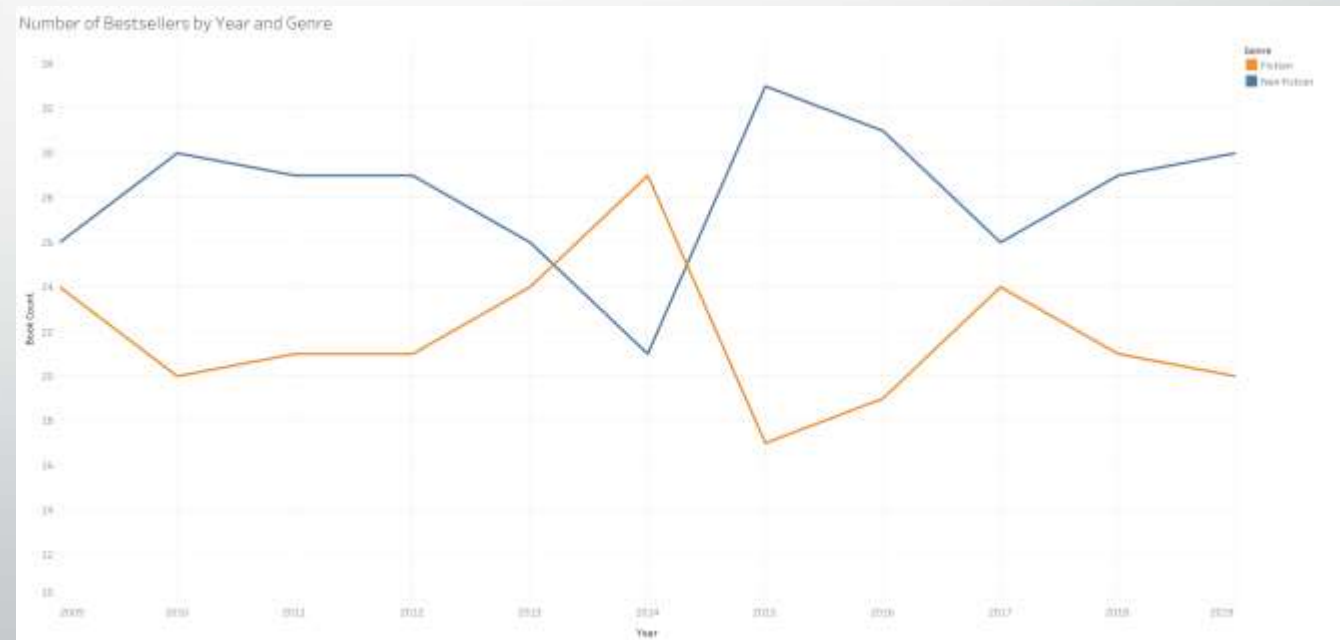
Number of Bestsellers by Genre

- Most **bestsellers** (56.36%) are in this period were **nonfiction** books.
- Bestsellers were mostly **nonfiction** books throughout the **years** expect for **2014**.
- In **2015** there was a **peak** in **nonfiction** bestsellers, being almost as **twice** as fiction bestsellers.

Distribution of Books by Genre



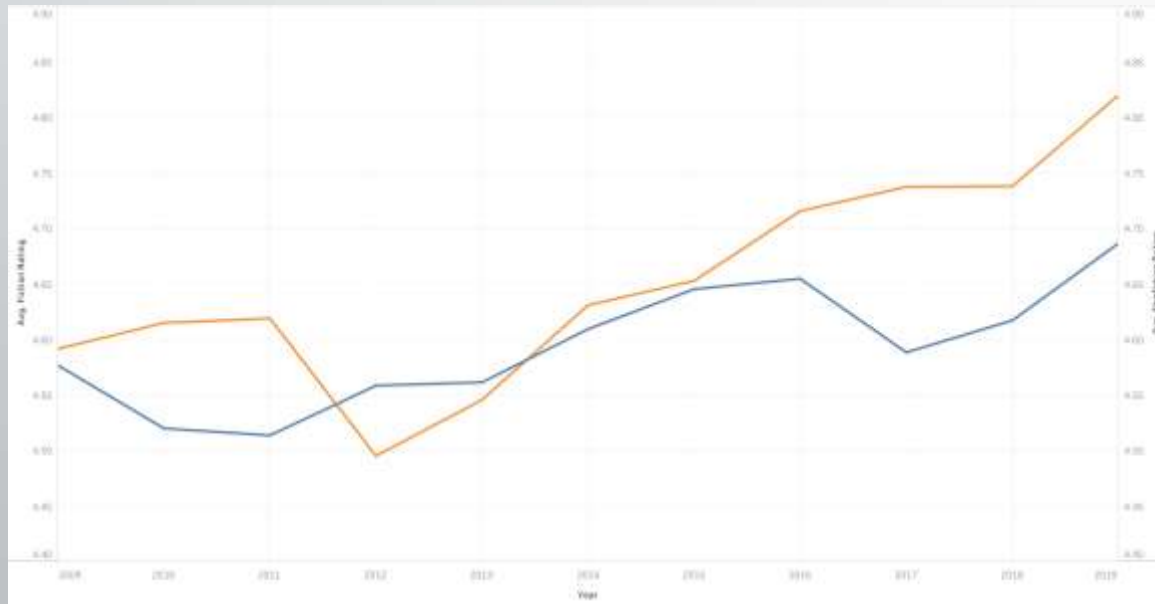
Number of Bestsellers by Year and Genre



Seasonal Trends by Genre

- Fiction bestsellers had a sharper increase of ratings in recent years, but the overall ratings have increased over time.
- The prices of both genres generally change over time at a similar rate except since 2014 through 2016.
- In more recent years, prices for both genres have decreased.

Average User Rating by Year and Genre



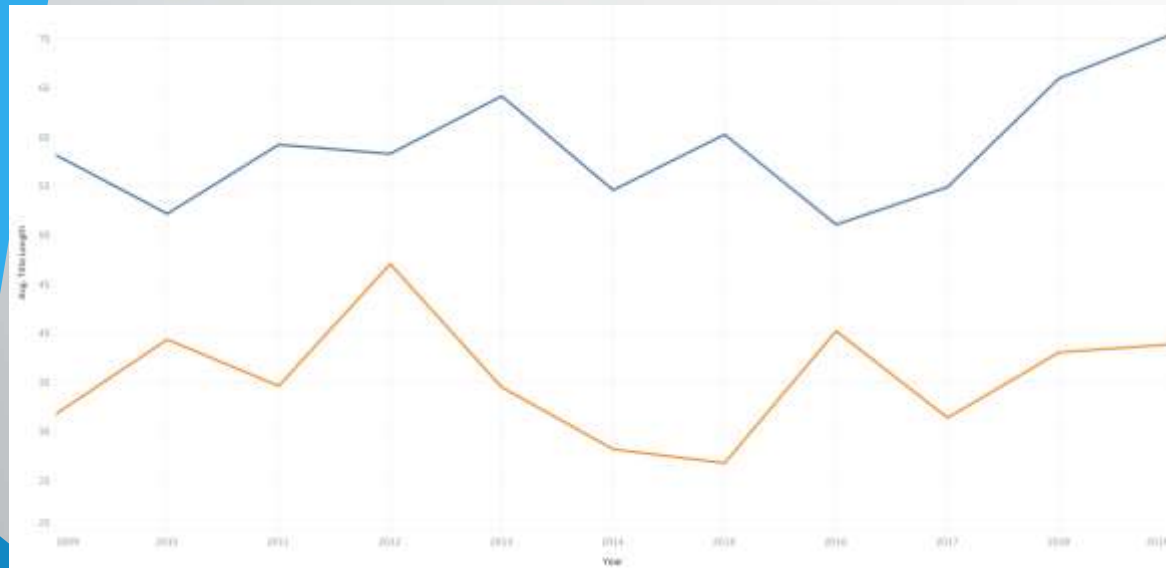
Average Price by Year and Genre



Seasonal Trends by Genre

- **Nonfiction** bestsellers usually have **much longer titles** than fiction bestsellers over time.
- There's a **moderate negative correlation** between the average **title lengths** of bestsellers and the **genre**.
- **Nonfiction** bestsellers have many more **distinct authors** because they have more best-selling books.

Average Title Length by Year and Genre



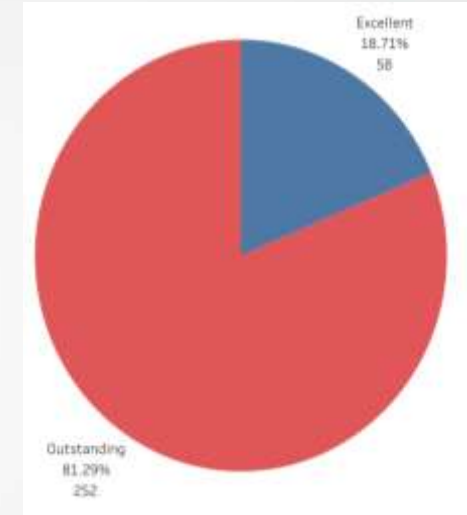
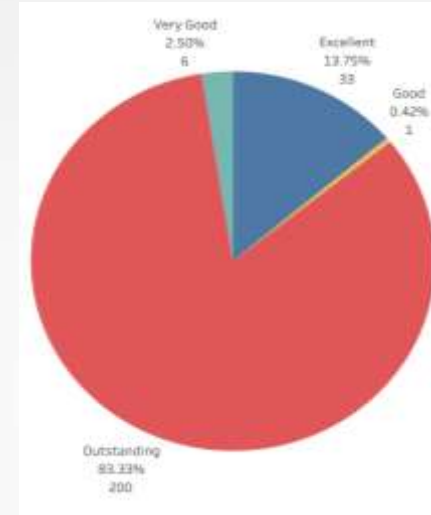
Number of Distinct Authors by Year and Genre



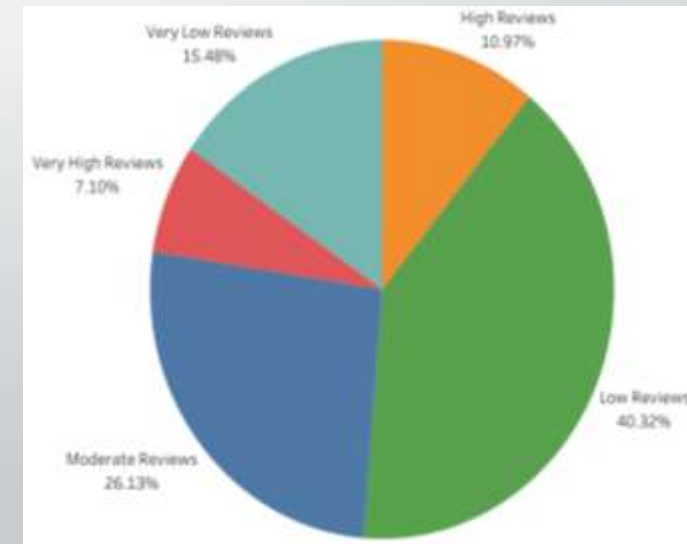
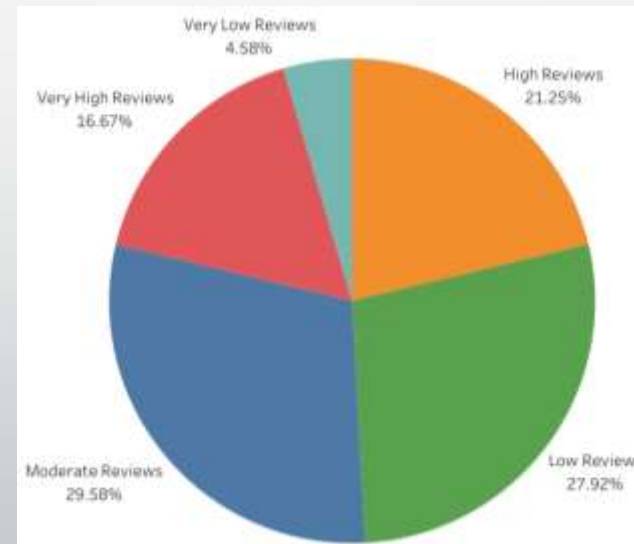
Category Analysis by Genre

- **Nonfiction** bestsellers performed much **better** as they only have outstanding and excellent ratings.
- **Fiction** bestsellers have a **higher** percentage (37,92%) of **high** and very high **reviews**.
- **Nonfiction** books have a **lower** percentage where books have **a lot of reviews** (18.07%).

Distribution of Books by Rating Category for Fiction and Nonfiction



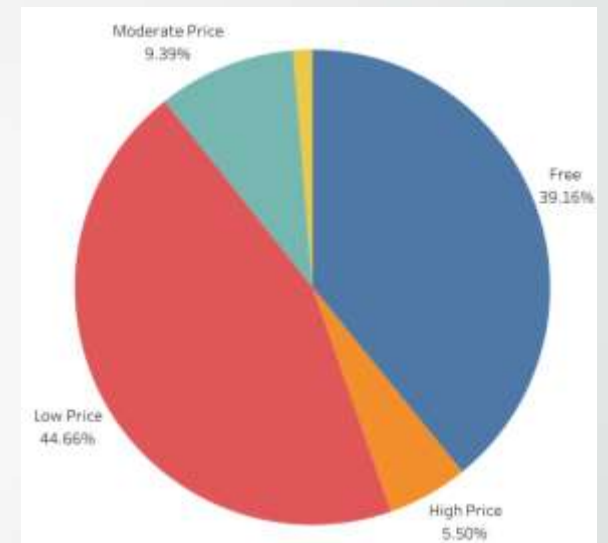
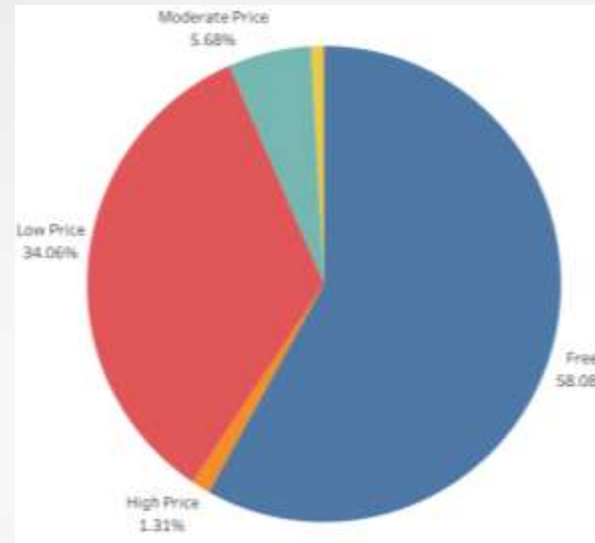
Distribution of Books by Reviews Category for Fiction and Nonfiction



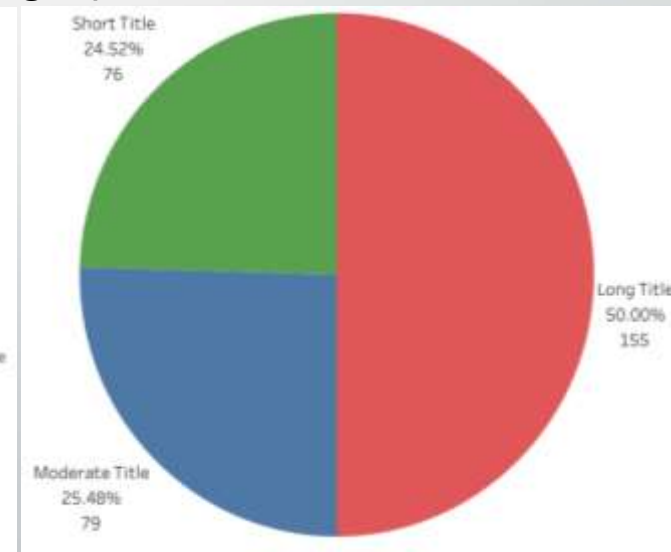
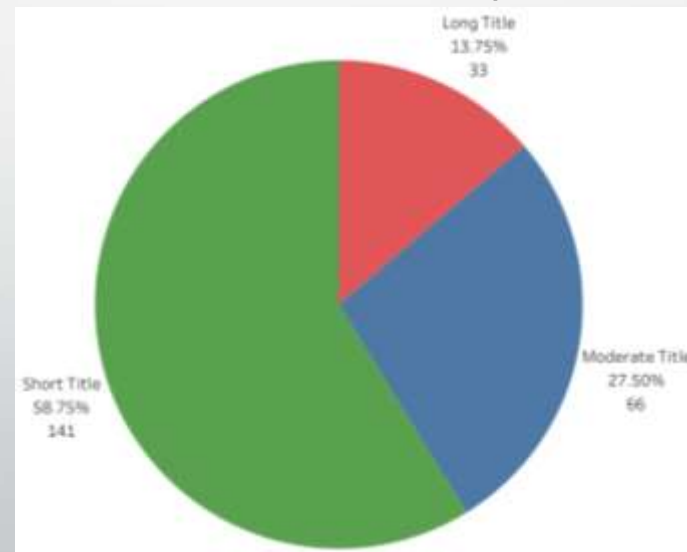
Category Analysis by Genre

- Fiction bestsellers are **mostly** (58.08%) **free**, and only 2.18% are more expensive.
- Nonfiction bestsellers are **mostly** (44.66%) **cheap**, with a higher percentage (6.79%) of expensive books and lower percentage (39.16%) of free books.
- The great **majority** of **fiction** bestsellers (58.75%) had **short titles**.
- **Half** of the **nonfiction** bestsellers had **long titles**.

Distribution of Books by Price Category for Fiction and Nonfiction



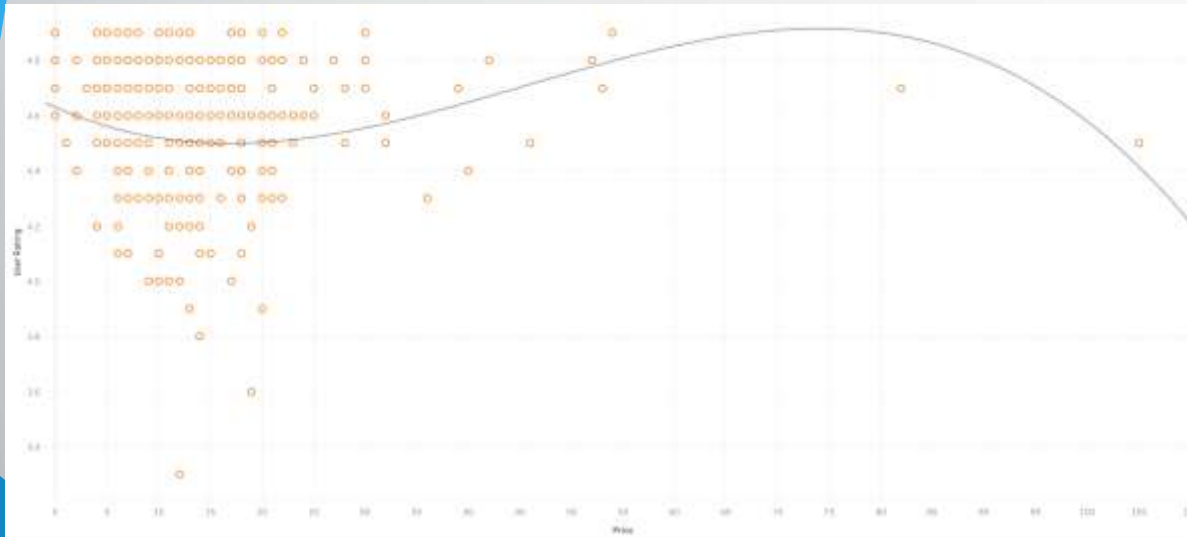
Distribution of Books by Title Category for Fiction and Nonfiction



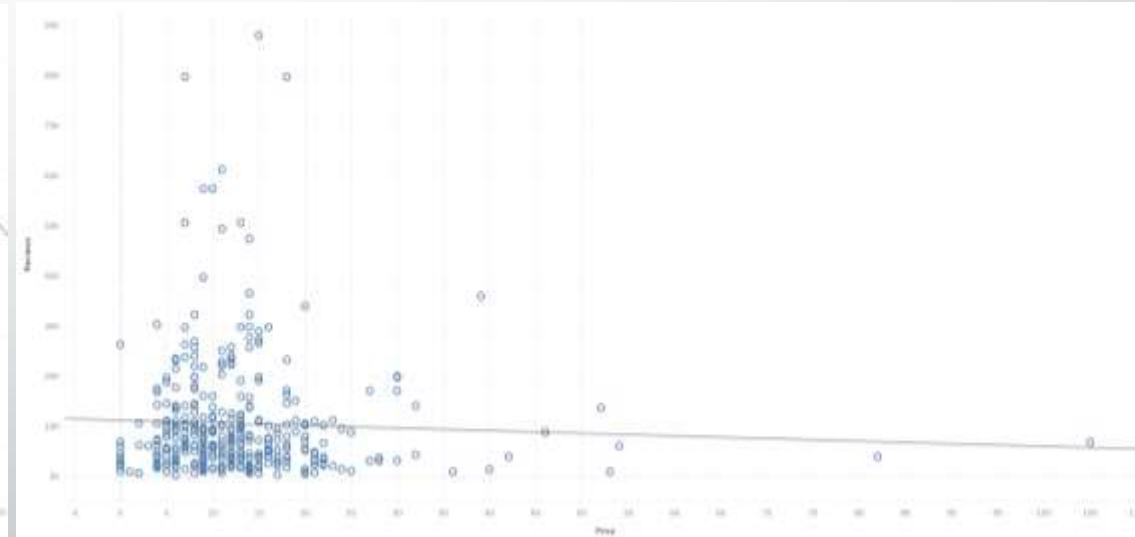
Relationships

- There's a **weak negative correlation** between the **price** of the book and the **user rating** of the book, as the correlation coefficient of -0.133 tell us.
- There's a **weak negative correlation between** the **price** of the book and the **number of reviews** a book gets, as the correlation coefficient of -0.109 tells us.

Relationship between Price and User Rating



Relationship between Price and Number of Reviews





Conclusions

Conclusions

1

Achieving **multiple** successes for an **author** has become more **challenging** over time.

Short titles perform better for **fiction** books to attract more readers and **longer** titles for **nonfiction** books to clarify the topic.

In **recent years**, **lower** prices to increase accessibility and sales are **key** to a **success** of a book.

2

Fiction books need to be **cheaper** or free to attract a broader audience.

Nonfiction books need to be more **valuable** in **quality**, offering more specialized **knowledge** to be successful.

Reviews are both positive and negative, with just slightly more **negative** reviews.

3

Non-fiction's higher ratings and lower review counts means that its **audience** seeks **specialized** content and are willing to engage deeply.

The different **pricing** aligns with readers' perceived value of **content**—**learning** for **non-fiction** and **entertainment** for **fiction**.

The **digital era** has **redefined pricing**, **accessibility**, and reader-author **interactions**.

What should Optink start doing now?

1. Adopt flexible pricing strategies based on genre

Optink should implement dynamic pricing strategies, focusing on affordability and accessibility based on the genre of the books. Fiction books need to have lower prices than nonfiction books.

2. Targeted marketing campaign for two segments

Optink should target its marketing campaign for two segments. The first segment comprises fiction authors, for which Optink should emphasize the potential for series and sequels and short title books. The second segment comprises nonfiction authors, for which Optink should highlight their expertise and potential to impact readers' lives, using titles that defines the topic with precision.

3. Embrace digital era dynamics

Optink should recognize the changing dynamics of the digital era, where pricing, accessibility, and reader interactions have been redefined. Optink should invest in many platforms besides Amazon, in digital marketing, social media engagement, and online reader communities to foster a deeper connection between authors, readers, and their works.

4. Collaboration and partnerships with publishers and experts

Optink should partner with relevant publishers and experts in the industry to collaborate and engage authors through online events, workshops and webinars focused on building the nonfiction author's personal brand and knowledge in their field and the fiction author's storytelling technique.

Further Exploration

- Analyze performance not only for bestsellers, but also for books that had less success on Amazon.
- Analyze book performance on other well-known platforms for publishing books.
- Collect and analyze book performance of Optink's clients on different platforms.
- Collect data about the authors who have engaged with Optink's services. Collect and analyze demographic data along with professional background and writing experience.
- Conduct a long-term analysis of Optink's customers who followed their strategies to measure the long-term impact on their book sales, ratings, and visibility.
