

# Biblical Book Sales

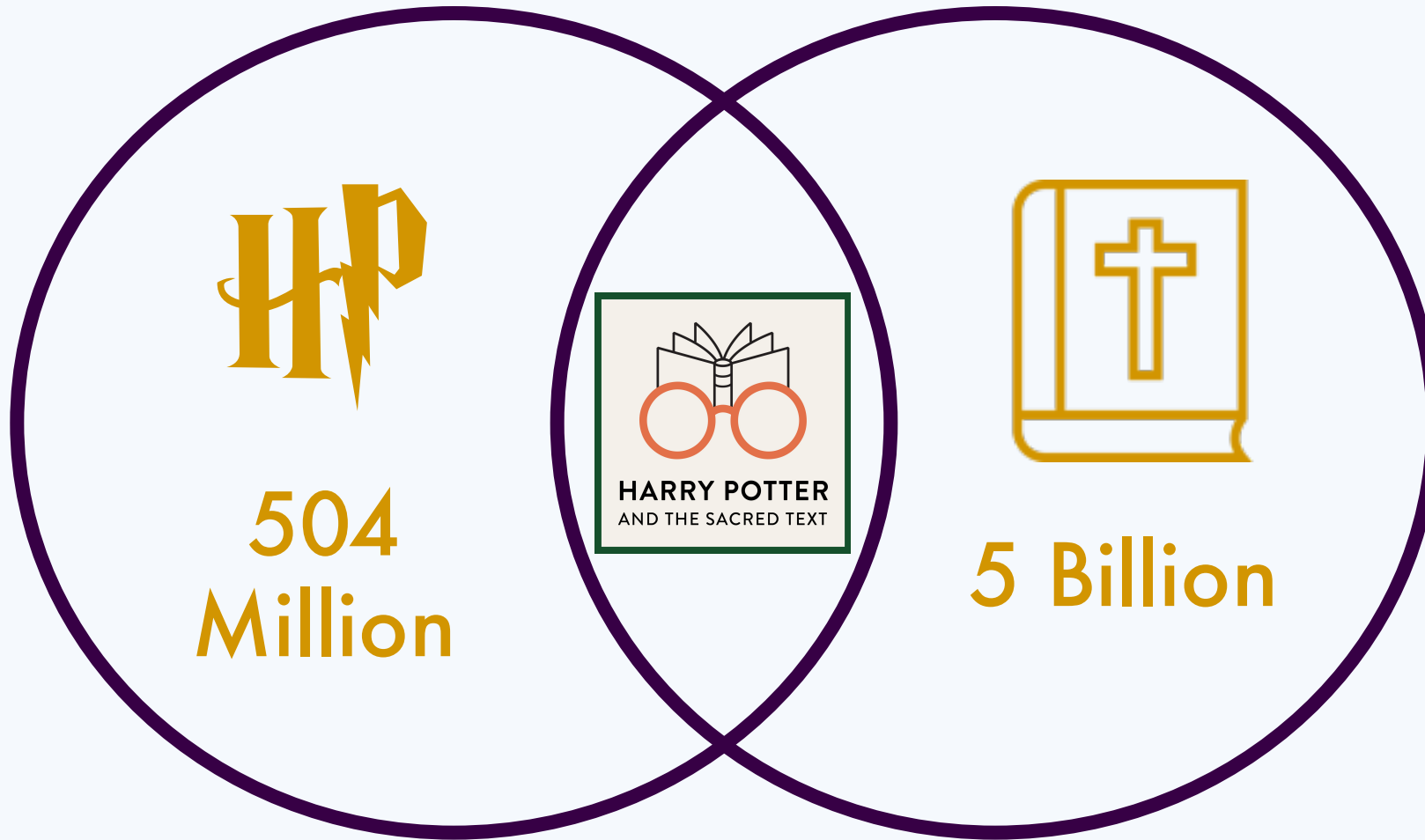
Jarrold Valentine



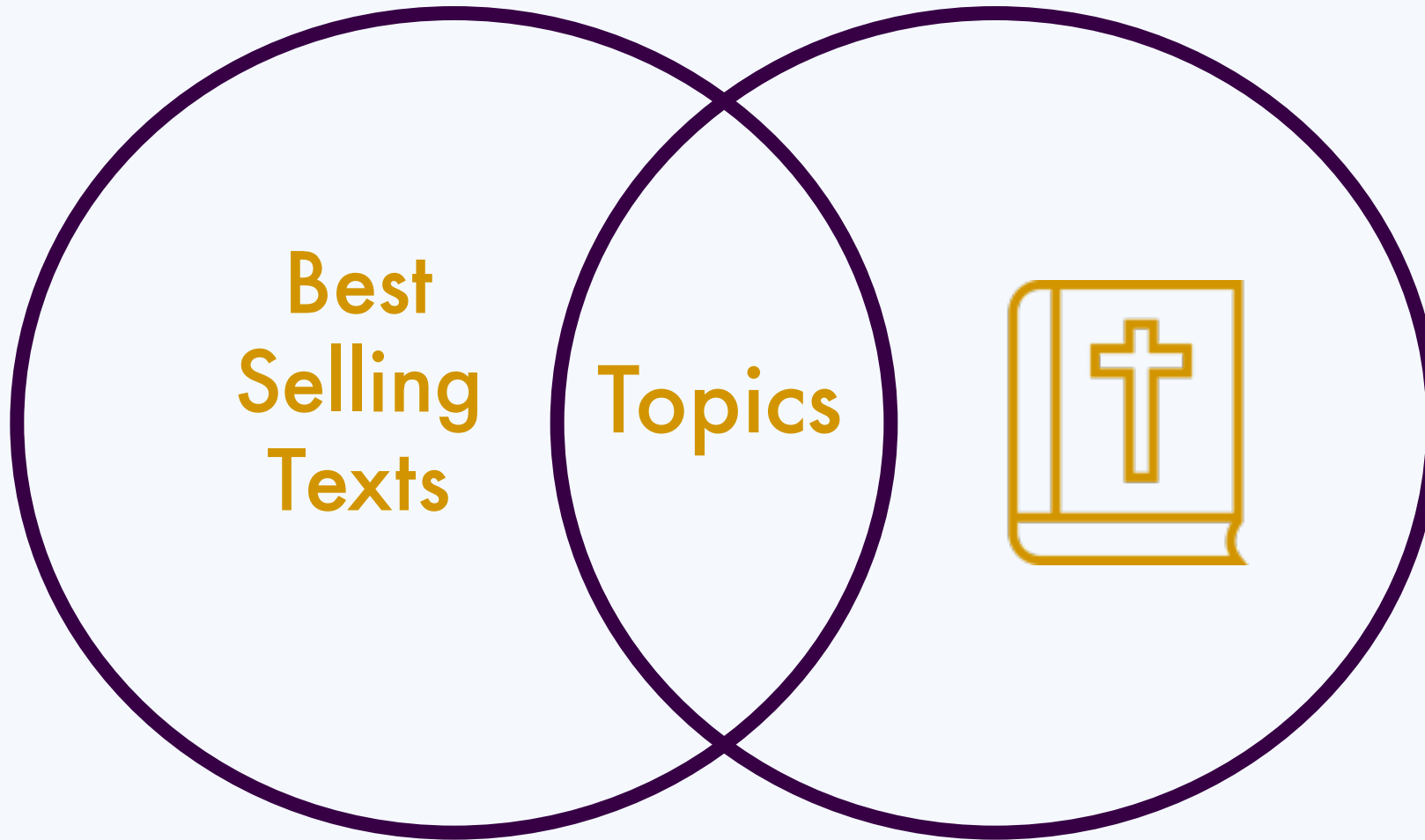
jkvalentine/Biblical-Book-Sales



# Motivation



# Motivation



# The Big Question

Is topical similarity to The Bible  
a good predictor of sales?

# The Adventure



Collect  
Data

# The Data

## Project Gutenberg Texts

 23,000 English Texts to  
create Topic Models

# The Data

## Project Gutenberg Texts

📖 23,000 English Texts to  
create Topic Models



🐉 Dante's Inferno,  
Dutch texts

# The Data

## Sales Data

 Wikipedia's approximate  
sales data



# The Data

## Sales Data



📖 Wikipedia's approximate sales data

🐉 Historical sales data not publicly available

# The Data

## Best Selling Texts

📖 73 best-selling fiction  
books with associated  
sales data

# The Data

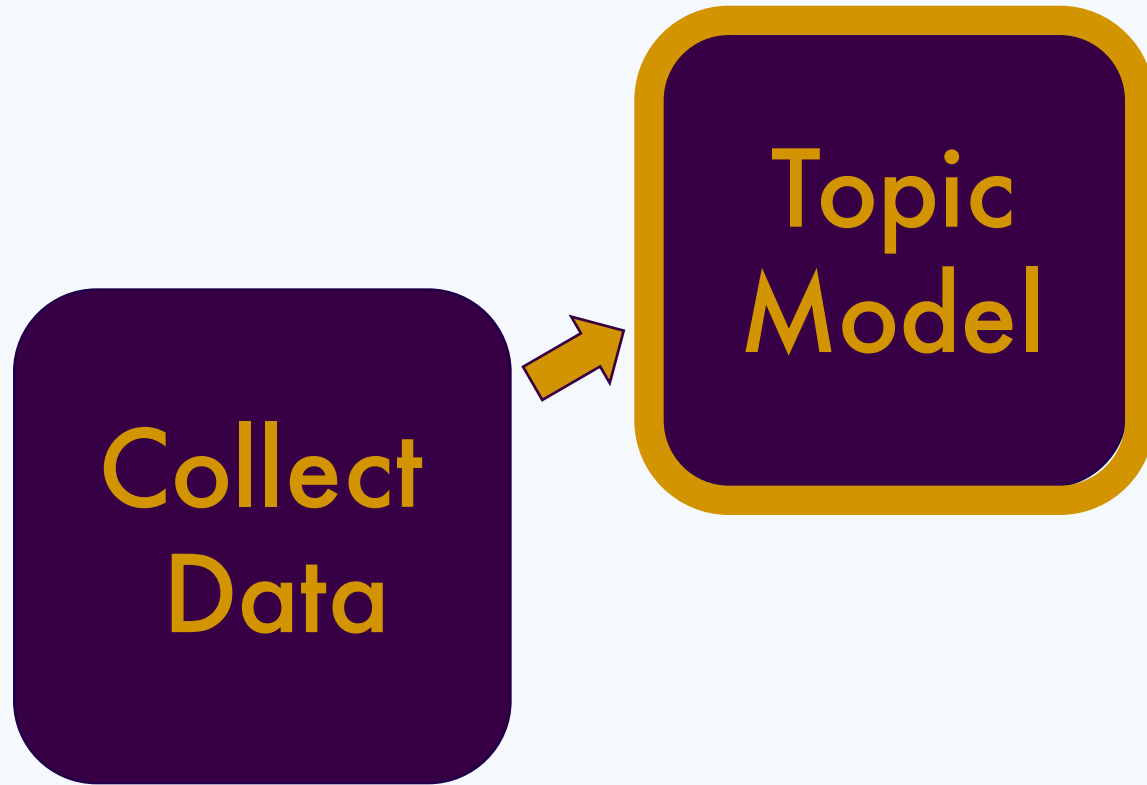
## Best Selling Texts



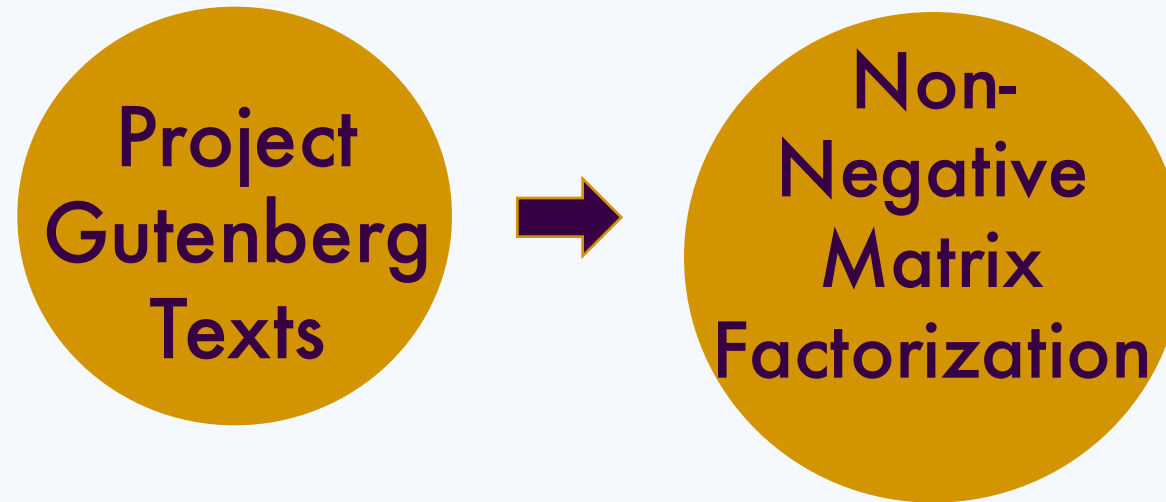
📖 73 best-selling fiction books with associated sales data

🐉 Texts difficult to find, not in any one place, many copyright protected

# The Adventure



# Topic Model



# Interesting Topics



A word cloud of Bible topics. The words are arranged in a cluster, with 'god' being the largest and most central. Other prominent words include 'love', 'spirit', 'faith', 'sin', 'holy', 'jesus', 'soul', 'evil', 'heaven', and 'lord'. The colors are primarily purple and gold.

lord faith  
spirit sin  
love holy  
jesus  
god soul  
heaven evil

From Top Important Topic in Bible

# Interesting Topics

📖 British Imperialism in Asia

lord faith  
spirit sin  
love holy  
god jesus  
heaven evil soul

From Top Important Topic in Bible

# Interesting Topics

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From Top Important Topic in Bible

📖 British Imperialism in Asia

📖 Detectives



# Interesting Topics

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From Top Important Topic in Bible

📖 British Imperialism in Asia

📖 Detectives

📖 Pirates

# Interesting Topics

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From Top Important Topic in Bible

📖 British Imperialism in Asia

📖 Detectives

📖 Pirates

📖 Medical Diseases

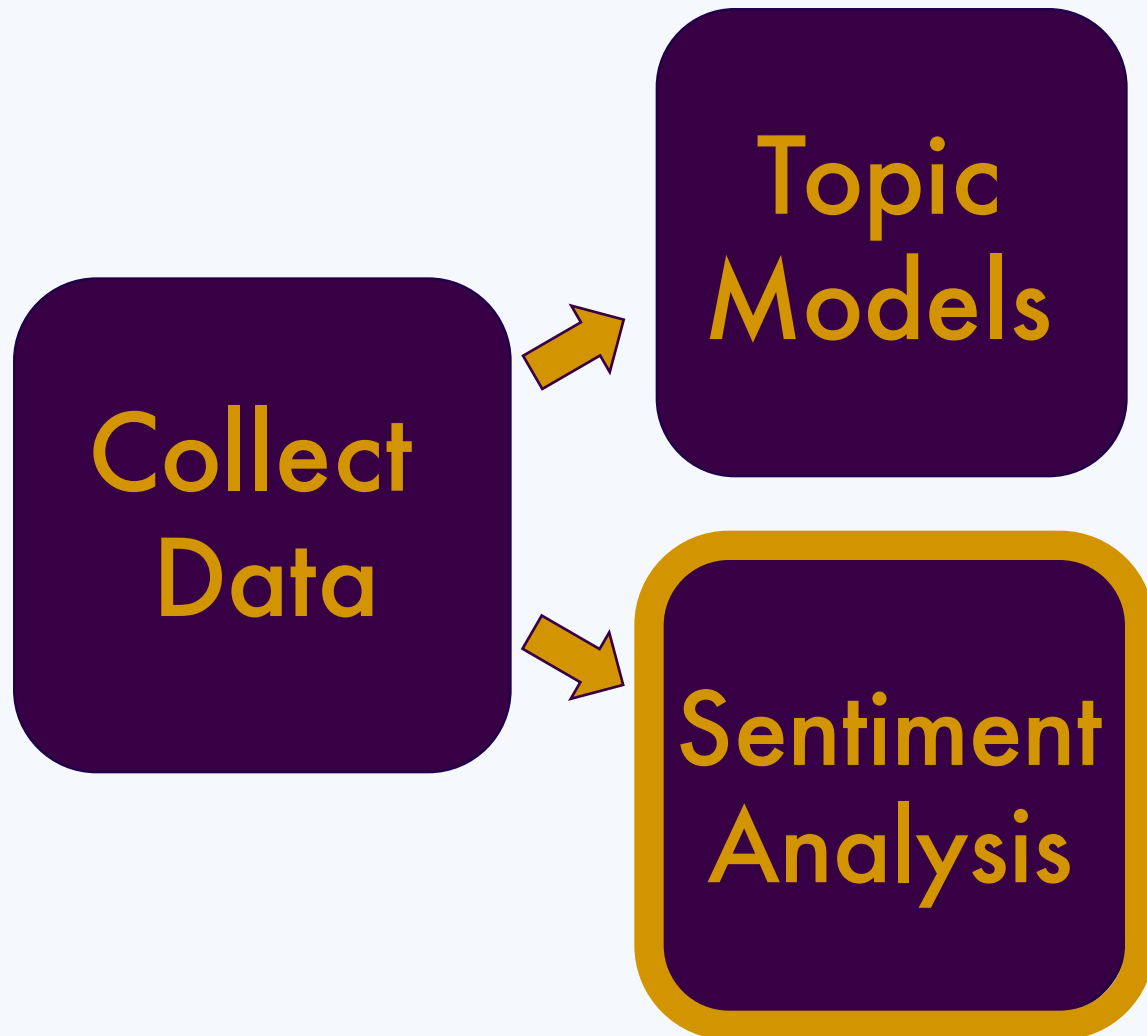
# Interesting Topics

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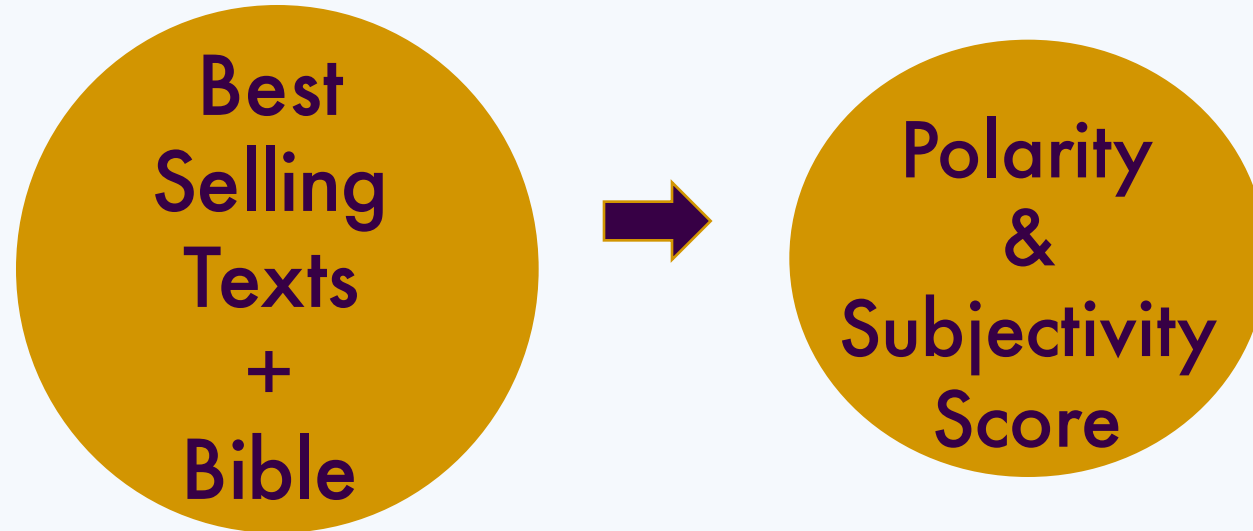
From Top Important Topic in Bible

- British Imperialism in Asia
- Detectives
- Pirates
- Medical Diseases
- Eastern European Folklore

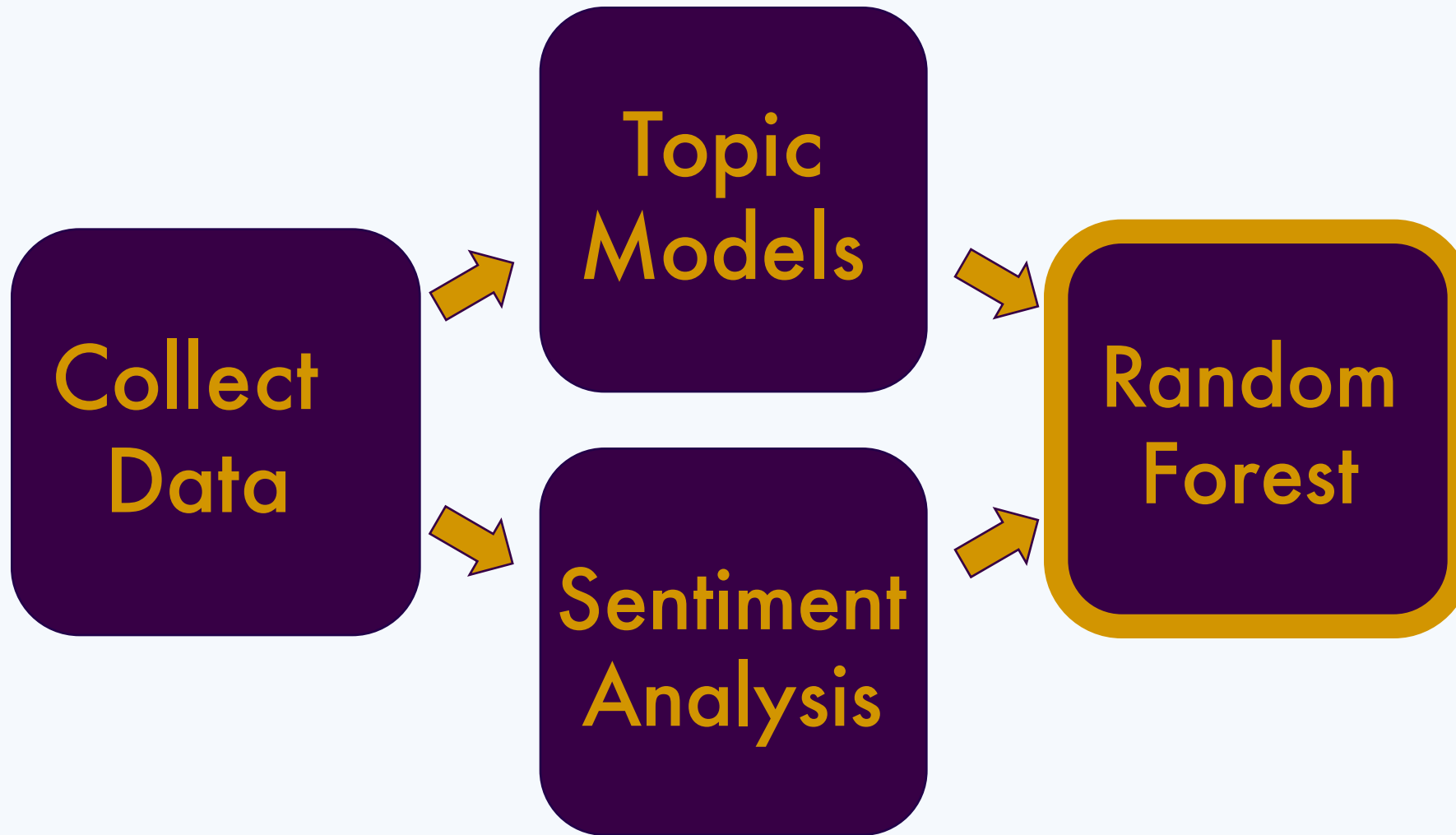
# The Adventure



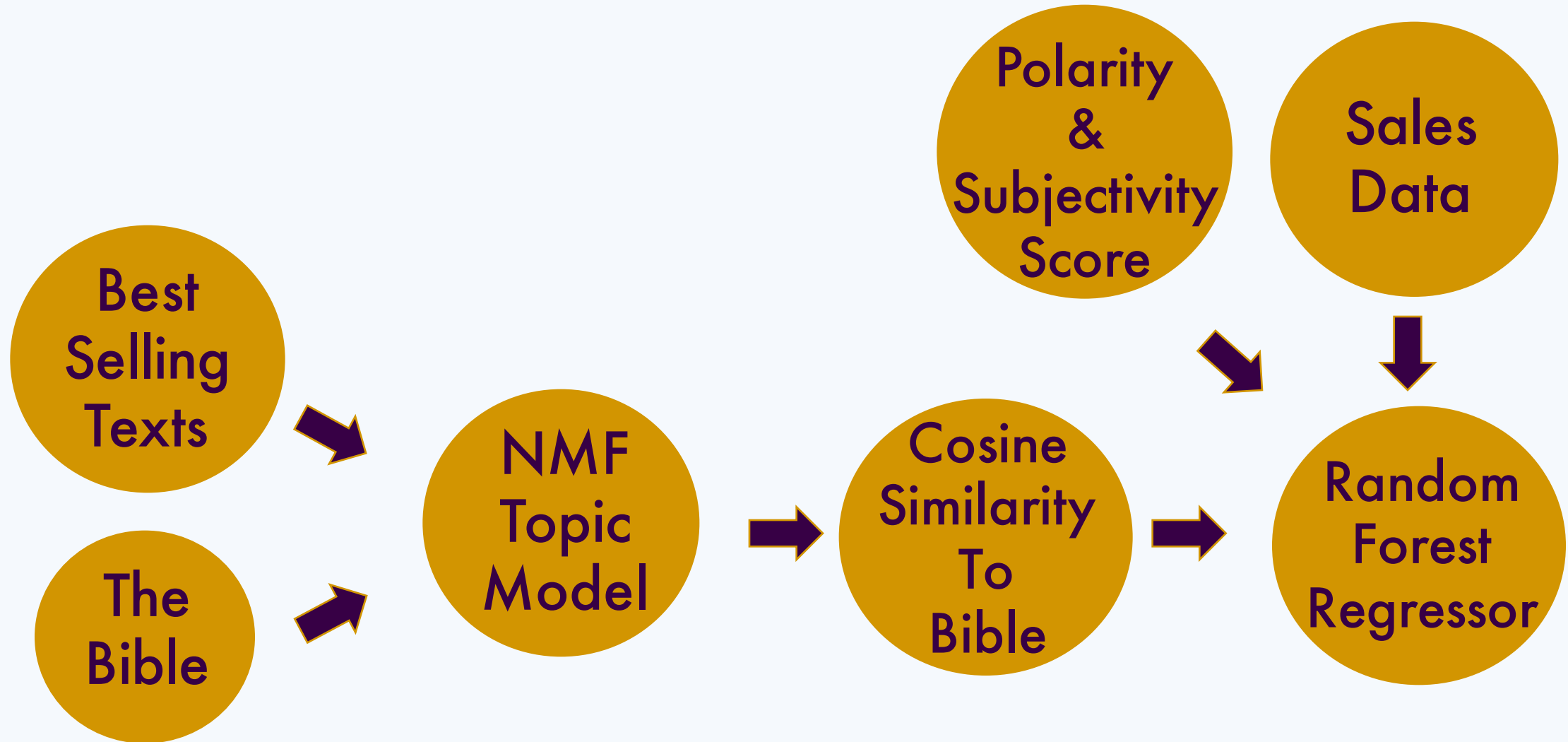
# Sentiment Analysis



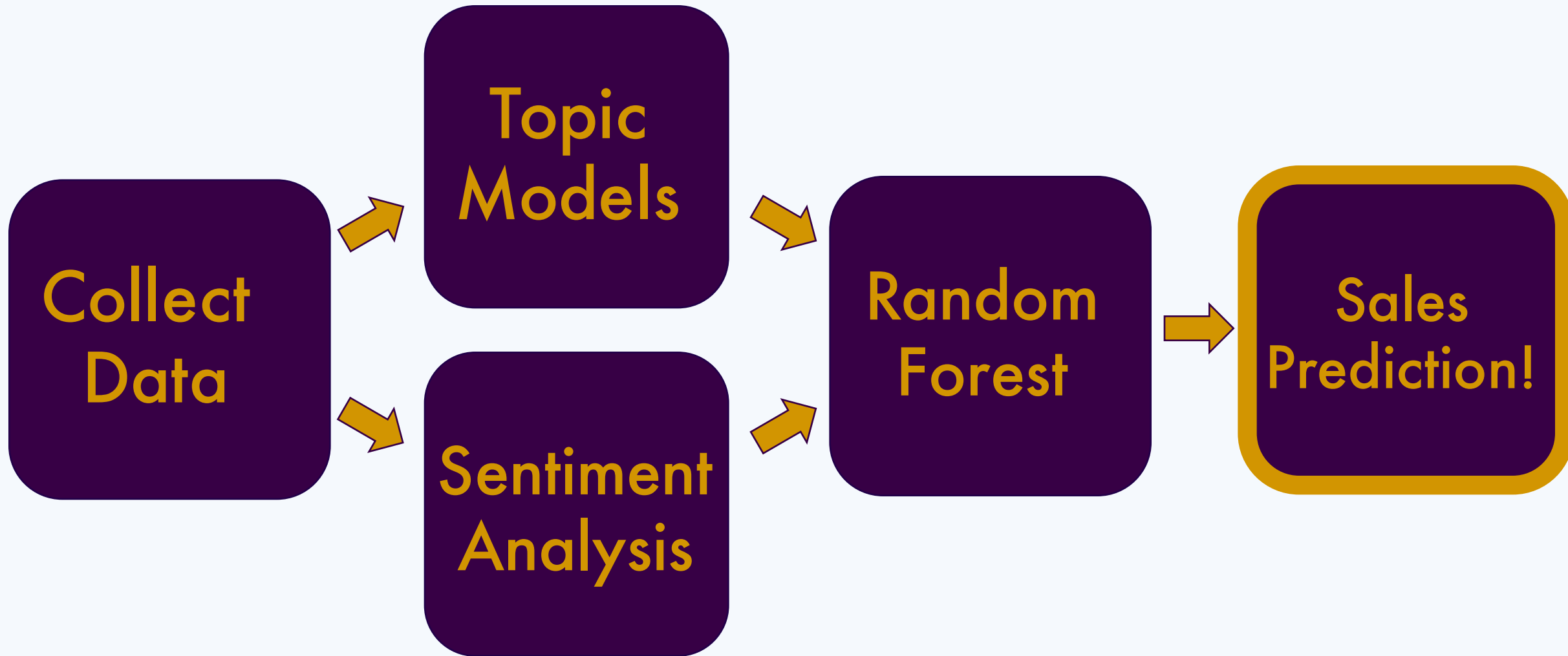
# The Adventure



# Random Forest



# The Adventure





# Results

- ✎ Results found to be inconclusive
- ✎ Error depends highly on train-test split

# Next Steps

- 📖 Gather More Data
- 📖 Is there any signal?
- 📖 Reframe the question

# Thank you!

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 [jkvalentine/Biblical-Book-Sales](https://github.com/jkvalentine/Biblical-Book-Sales)