

BOOK PRICE ANALYSIS

BLACKWELL'S BOOKSTORE

by Mirjam Langer



PRESENTATION OVERVIEW

BOOK PRICE ANALYSIS HAS THE GENRE AN INFLUENCE ON THE PRICE?

The Dataset

Publication Date and Genre

Price and Genre

Title and Price

Title and Sales Rank

Publisher and Price



THE DATASET

CONTEXT:

Blackwell's is a British book retailer founded in 1879 and it has more than 40 bookstores in the UK. They also sell books through their official site.

CONTENT:

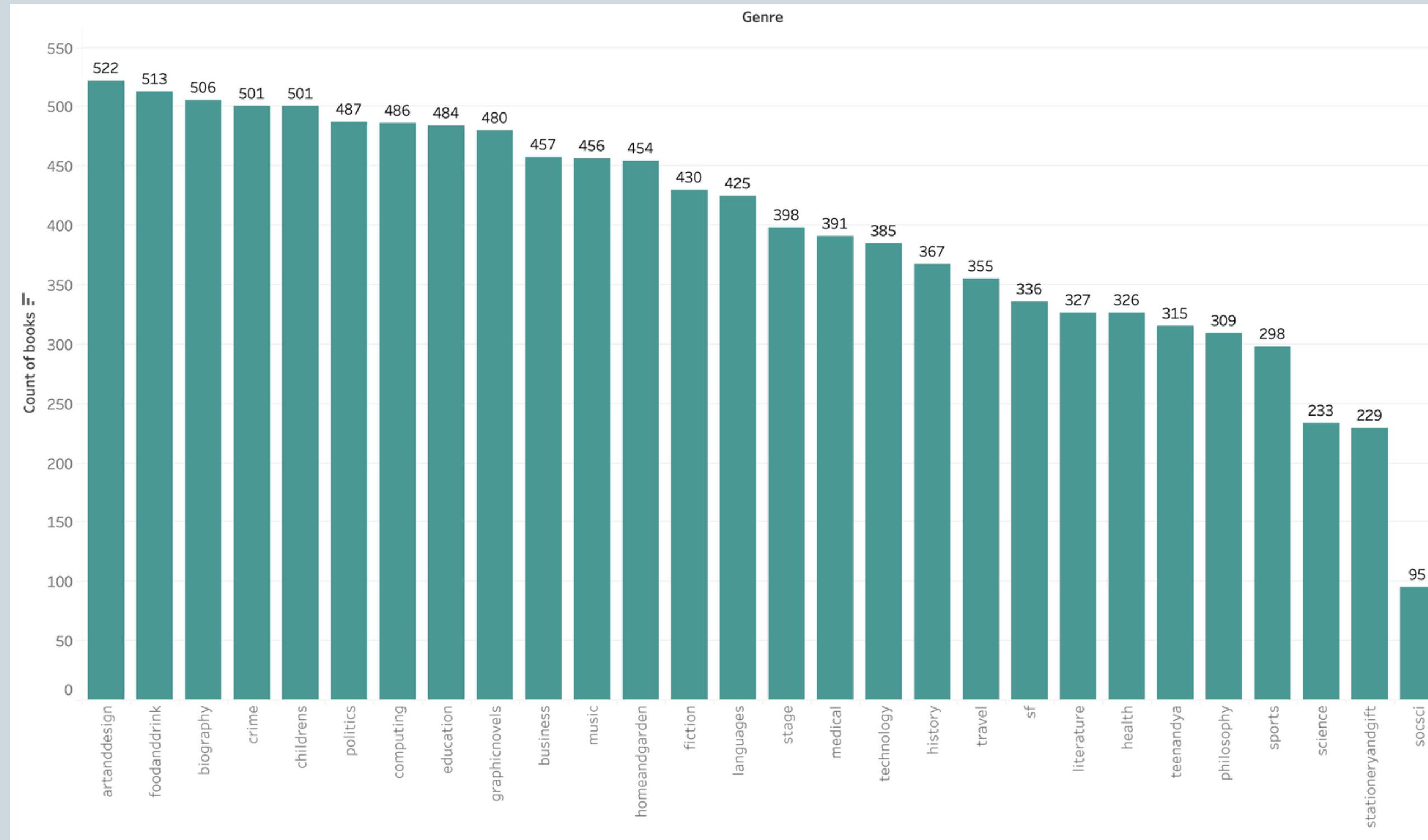
Books metadata downloaded from the official site using web scraping and API. In the cleaned version price names were renamed to distinguish between prices in pounds and euros and some columns were transformed to numbers.

SOURCE:

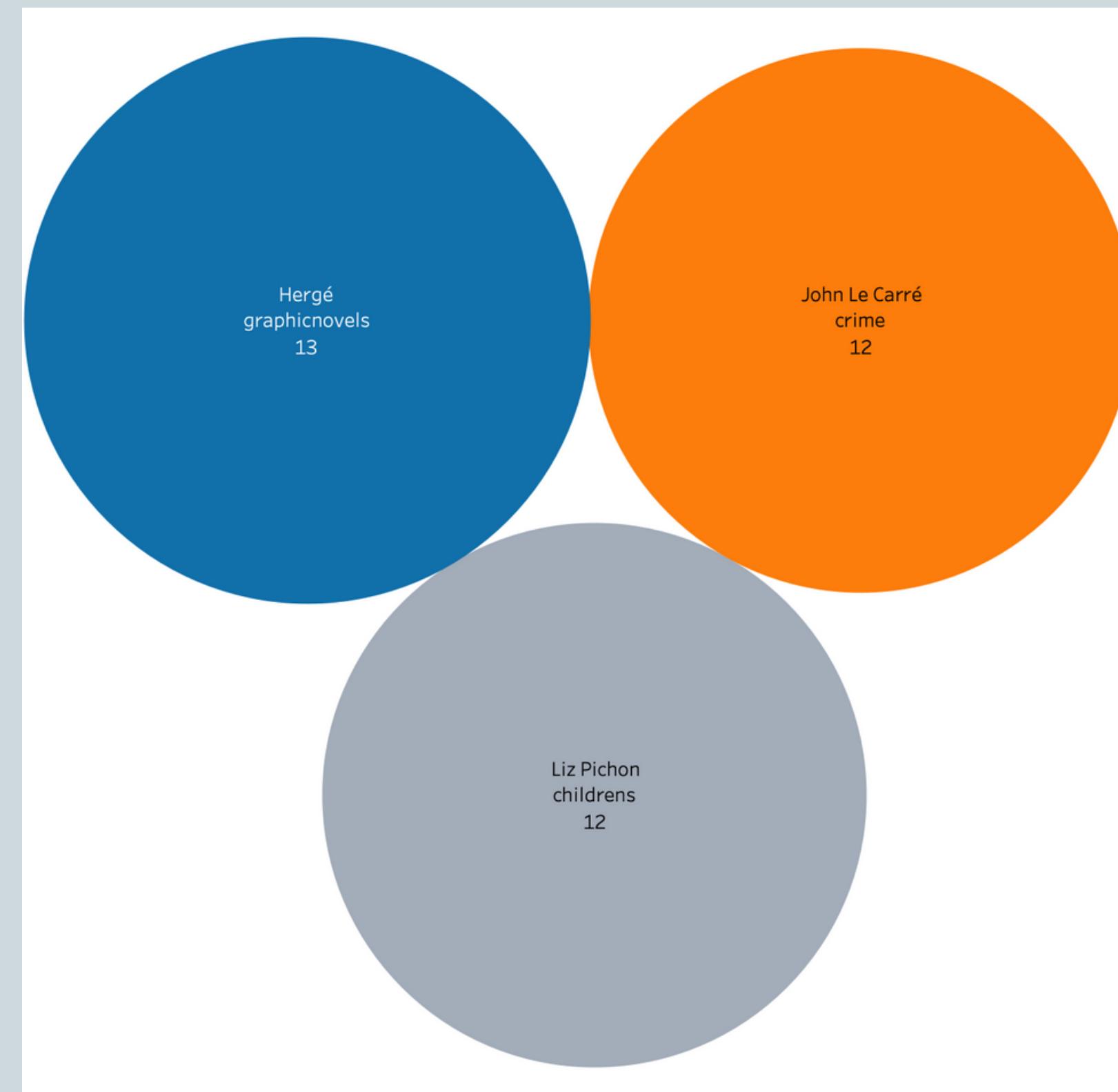
<https://www.kaggle.com/arthurio/books-from-blackwells-bookshop>

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 0   isbn              11573 non-null   int64  
 1   publication_date  11573 non-null   object  
 2   euro_price        11573 non-null   float64 
 3   discount_euro     11573 non-null   float64 
 4   type              11573 non-null   object  
 5   genre              11573 non-null   object  
 6   link_book_page    11573 non-null   object  
 7   title              11573 non-null   object  
 8   subtitle           5509 non-null   object  
 9   author              11573 non-null   object  
 10  gbp_price          11573 non-null   float64 
 11  discount_gbp      11573 non-null   float64 
 12  second_hand        11573 non-null   bool    
 13  publisher           11573 non-null   object  
 14  published_country  11573 non-null   object  
 15  imprint              11573 non-null   object  
 16  language             11573 non-null   object  
 17  number_of_pages     11573 non-null   int64  
 18  height              11573 non-null   float64 
 19  width              11573 non-null   float64 
 20  spine              11573 non-null   float64 
 21  weight              11573 non-null   int64  
 22  sales_rank          11573 non-null   float64 
 23  short_blurb         11199 non-null   object  
 24  long_blurb          10989 non-null   object  
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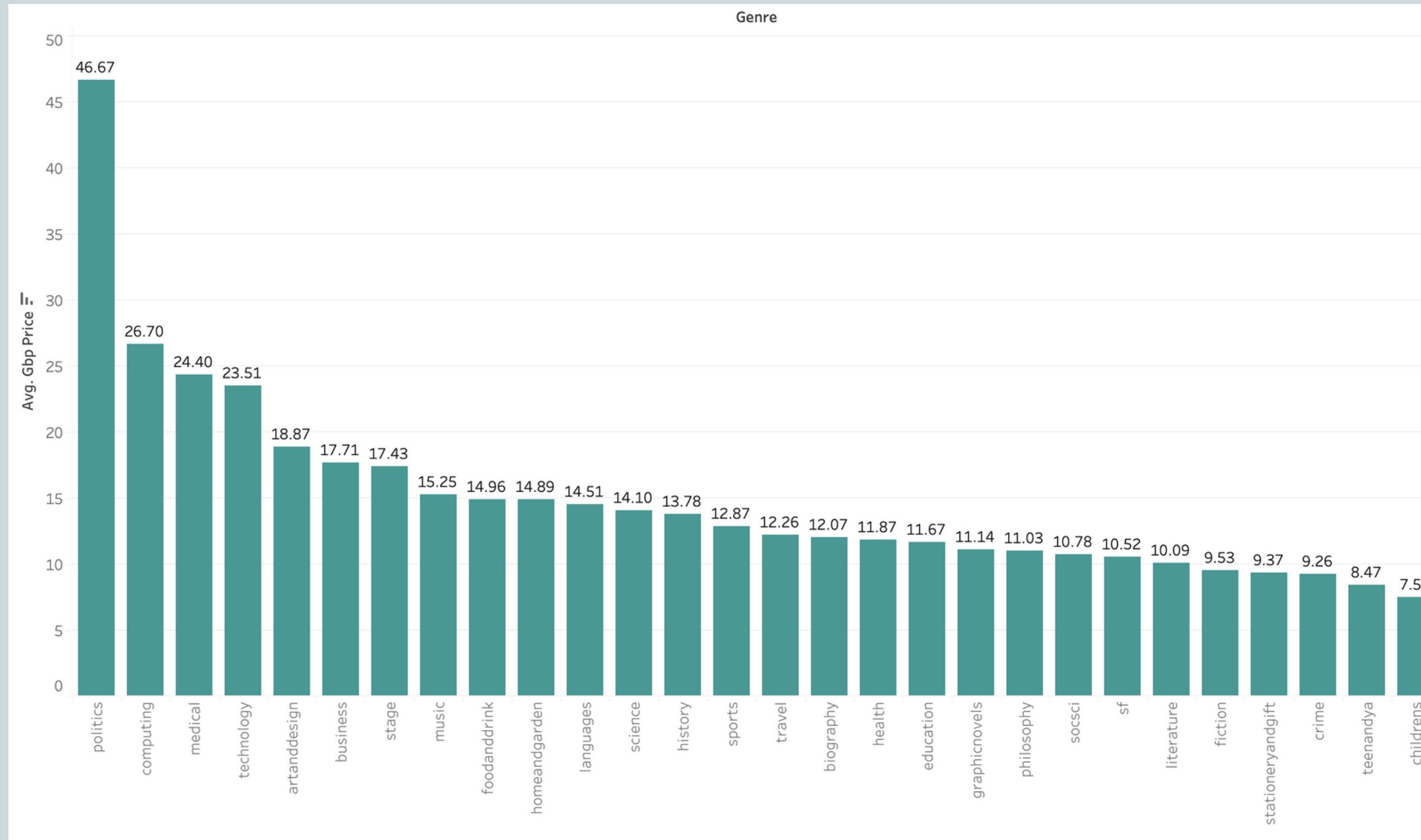
MOST PUBLISHED BOOKS BY GENRE



AUTHOR WITH THE MOST BOOKS

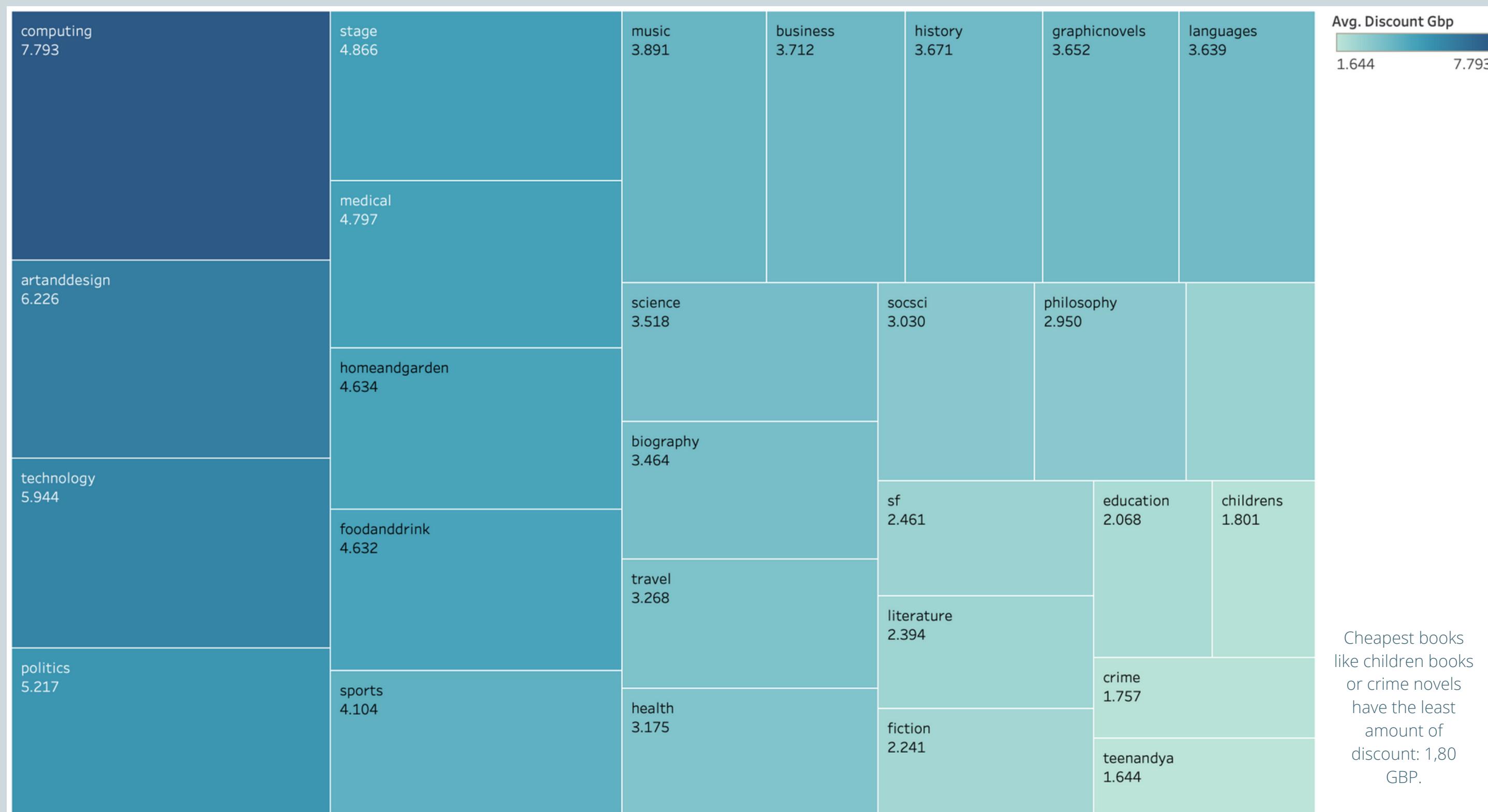


AVERAGE PRICE GBP BY GENRE

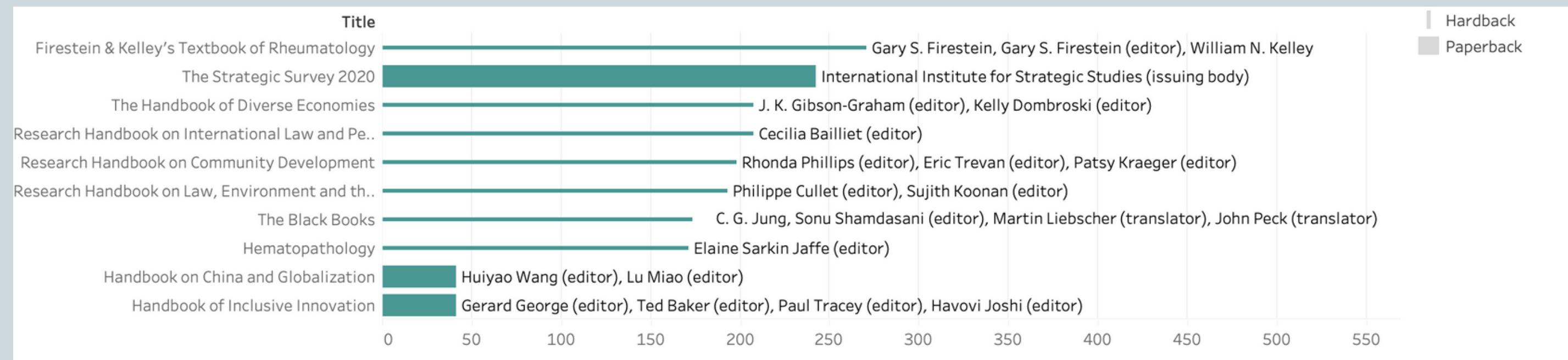


AVERAGE DISCOUNT GBP BY GENRE

Whereby computing and art&design have the highest amount of discount: 7,79 GBP.



MOST EXPANSIVE BOOKS



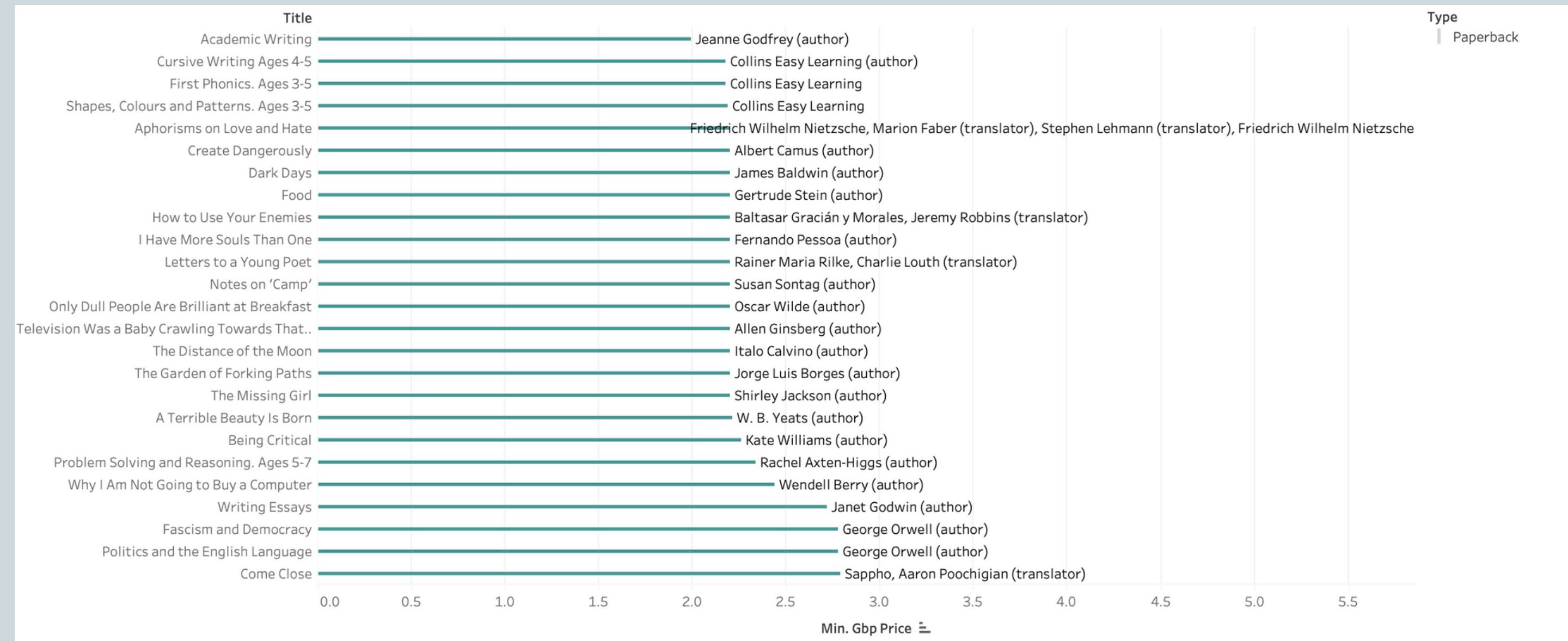
highest price: 270 GBP (first title)

highest number of pages: 2300 (first title)

author: mostly editor and translator, majority has more than one

genre: medical, politics (mostly research handbooks), history

25 CHEAPEST BOOKS



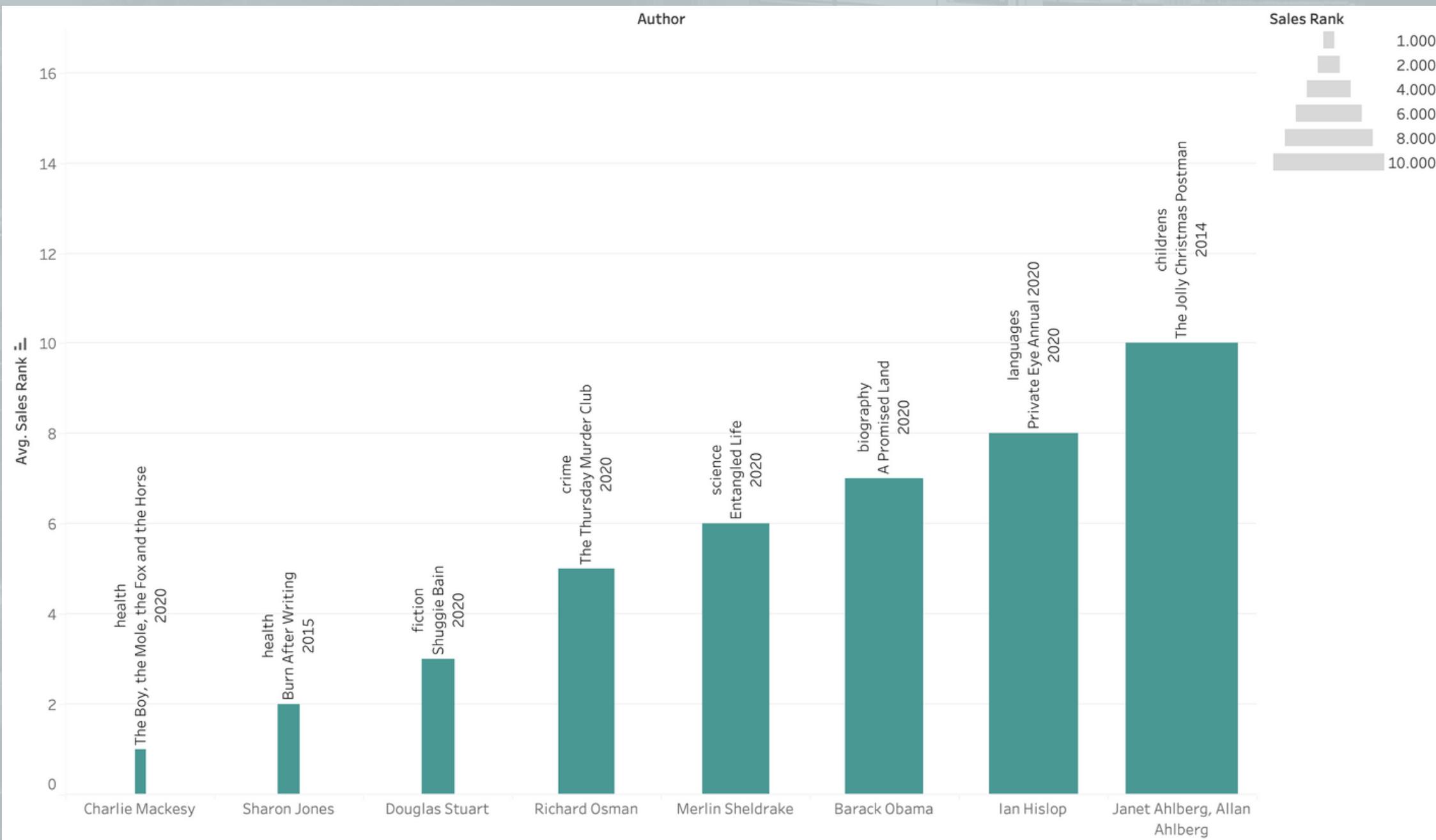
lowest price: 1,99 GBP (first title)

least number of pages: 23 (second title)

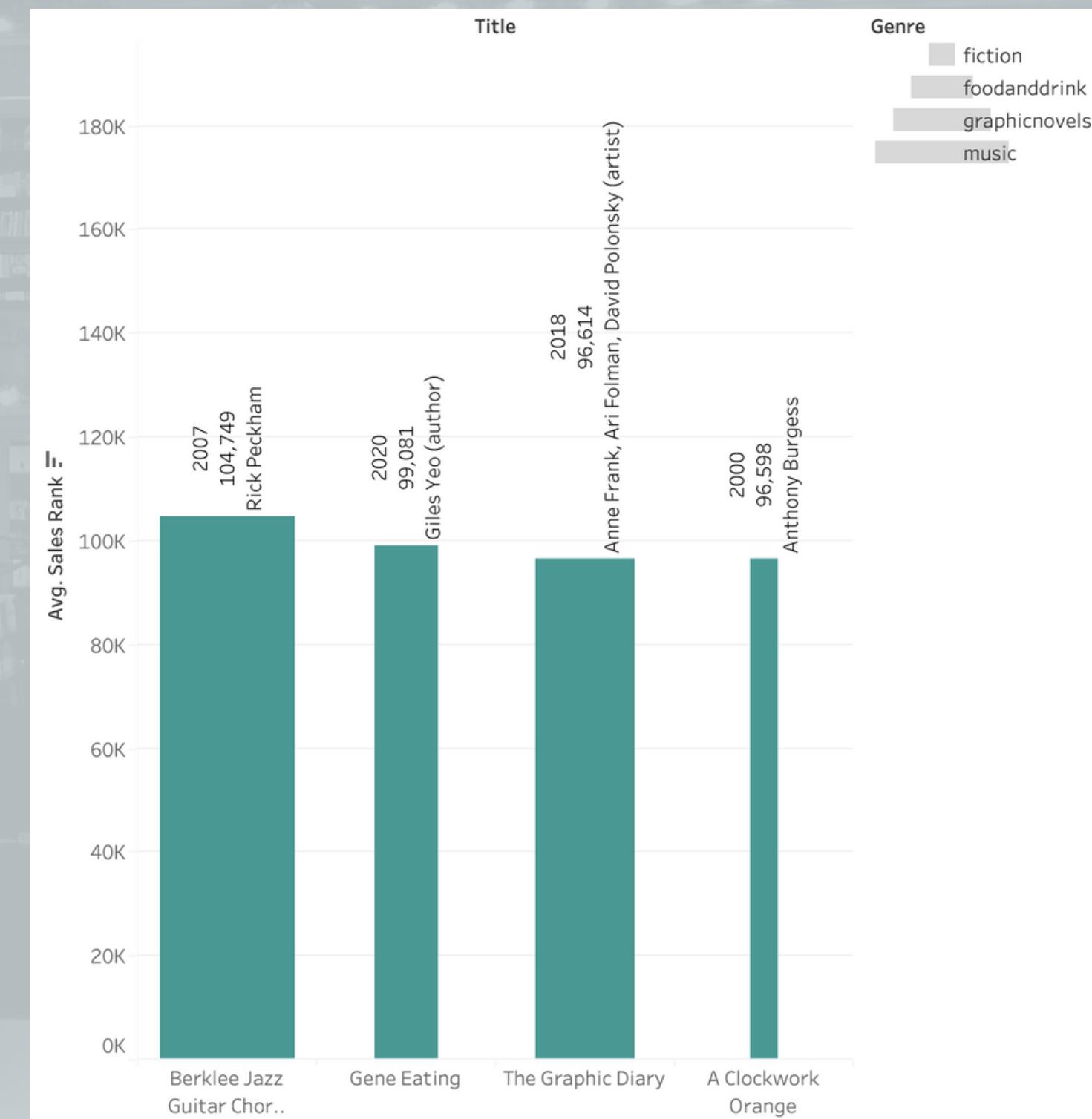
author: majority has high popularity, most likely dead

genre: literature, philosophy, education

SALES RANK BY TITLE

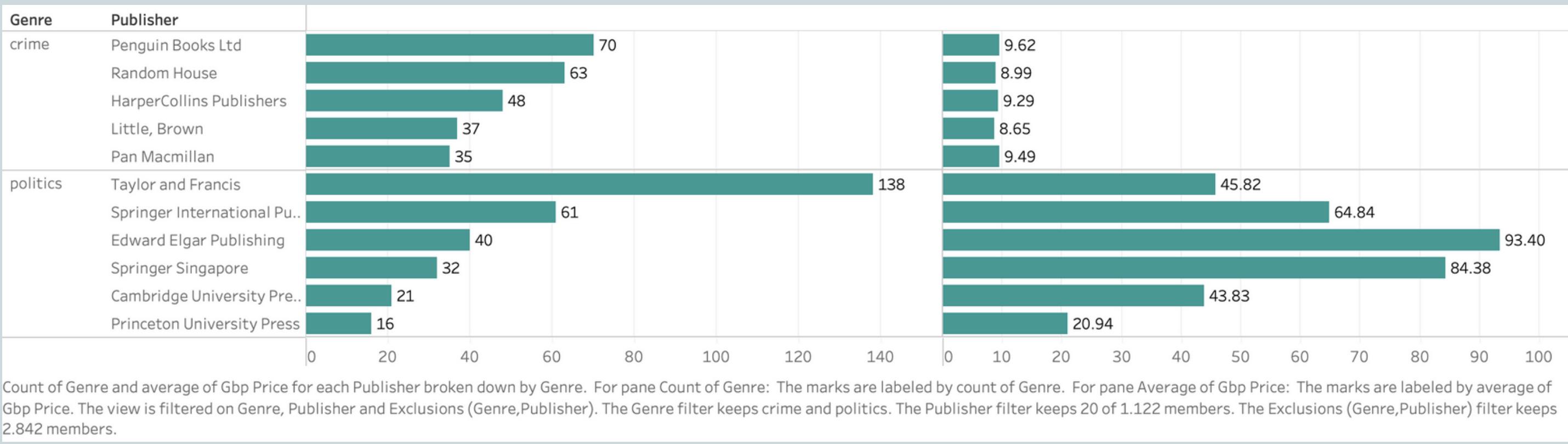


Average Price: 13,65 GBP



Average Price: 9,11 GBP

COUNT OF TITLE PER GENRE AND PUBLISHER COMPARED WITH AVERAGE PRICE GBP



Why are politic books the most expansive genre?
 The combination of quality and quantity: We find 308 title out of 486 in total with an average price of 58,86 GBP in this chart. All publisher are academic/ scientific publishing houses.

MOST FREQUENT WORDS IN THE REVIEWS

