Task 2

Objective:

1. To analyse top book selling book on amazon.
2. On what areas should amazon focus in order to increase the book of sale.

On analysing the data of the books sold on Amazon, the following actions can be undertaken so as to increase sale of books on its platform and to give better options to its customers for better selection so as to meet the availability of the concerned books of their choice and authors before itself so as to retain customers on its platform.

A. Most of the books sold on Amazon are Non- fiction.

B. On an average the books having the highest ratings are:

- Jesus calling: Enjoying peace in his presence.

- Oh, the places you'll go.

- The very hungry caterpillar.

C. The most preferred Authors by readers are:

 - Jeff Kinney

 - Suzanne Collins

 - Rick Riordan

D. The books with the highest reviews is:

- Oh! The places you'll go by Dr. Suess

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