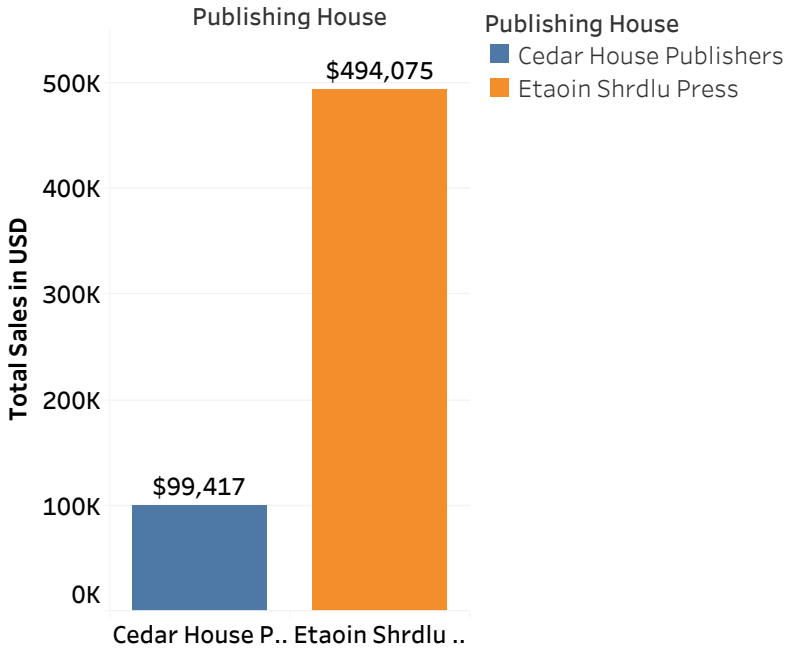
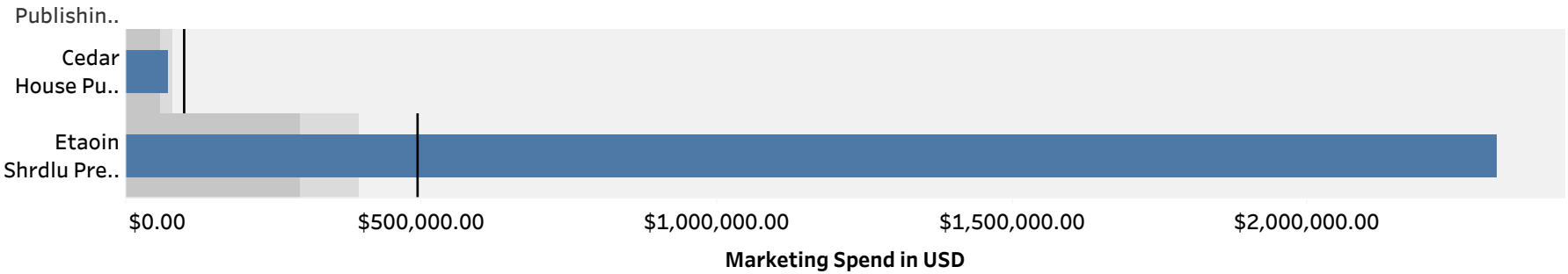
Sales Comparison: Cedar House Vs Etaoin Shrdlu Press



Done By : Vishak Viswanathan

Sum of Sales Price for each Publishing House. Color shows details about Publishing House. The marks are labeled by sum of Sales Price. The context is filtered on Country, which keeps USA. The data is filtered on Genre, which keeps Childrens, Fiction, Mystery, SciFi/Fantasy and Young Adult.

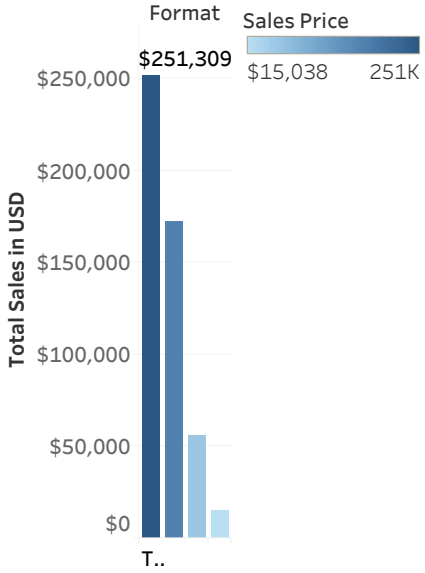
Marketing Spend Comparison: Etaoin Shrdlu Vs Cedar



Done By : Vishak Viswanathan

Sum of Marketing Spend for each Publishing House. The context is filtered on Country, which keeps USA.

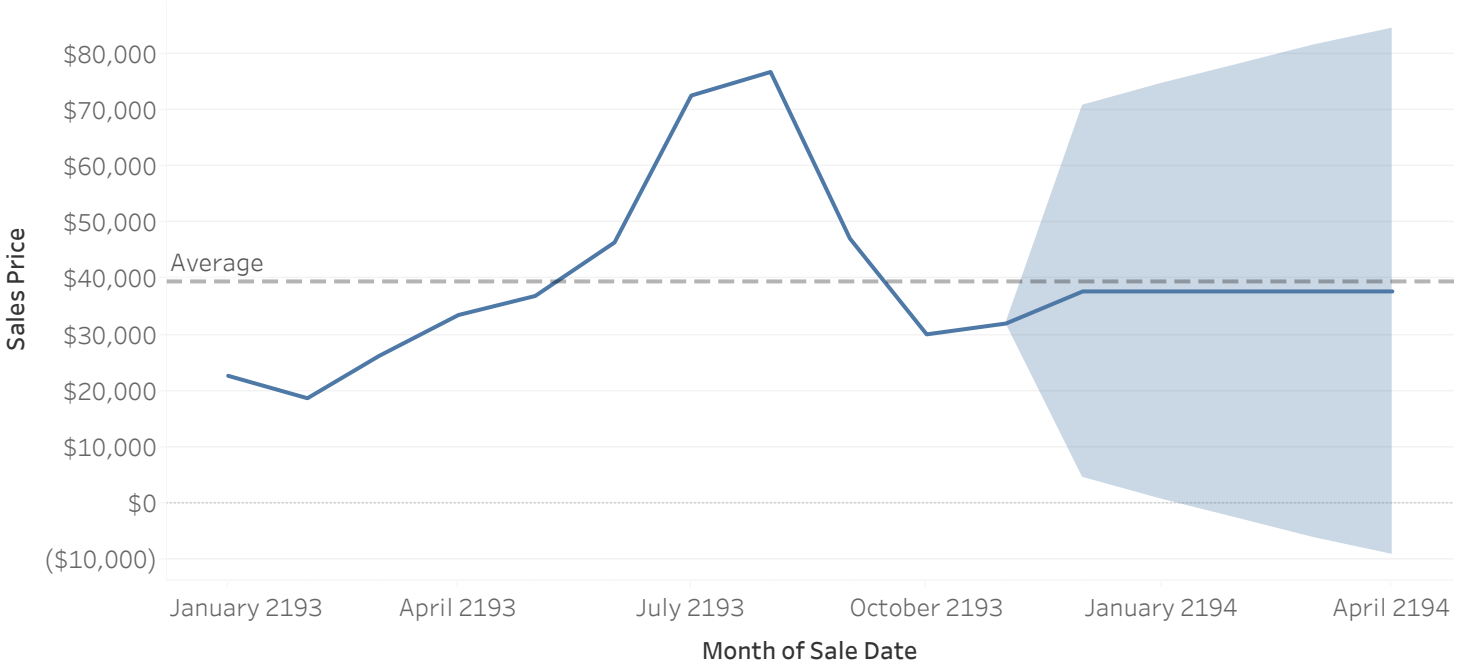
Etaoin Shrdlu Press: Revenue by Formats



Done By : Vishak Viswanathan

Sum of Sales Price for each Format. Color shows sum of Sales Price. The marks are labeled by sum of Sales Price. The context is filtered on Publishing House, which keeps Etaoin Shrdlu Press. The data is filtered on Tooltip (MONTH(Sale Date)) and Tooltip (QUARTER(Sales Date Calculated)). The Tooltip (MONTH(Sale Date)) filter keeps 12 members. The Tooltip (QUARTER(Sales Date Calculated)) filter keeps 1 member.

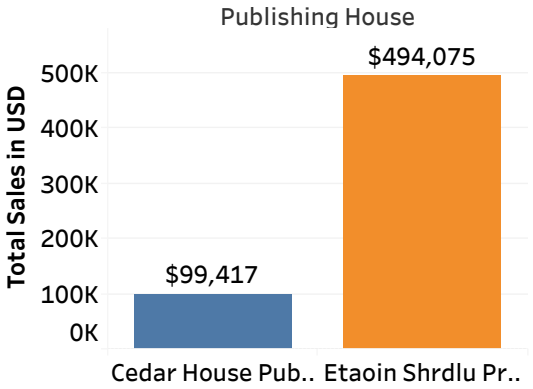
Etaoin Shrdlu Press Total Revenue per Month: 2193



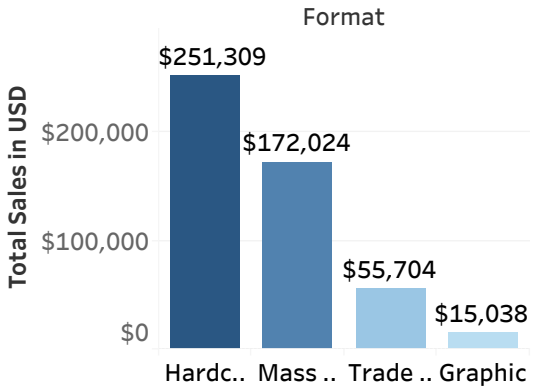
Done By : Vishak Viswanathan

The trend of sum of Sales Price (actual & forecast) for Sale Date Month. The context is filtered on Publishing House, which keeps Etaoin Shrdlu Press. The data is filtered on Award Winner: Etaoin, which keeps Award Winners Etaoin and Other.

Sales Comparison: Cedar House Vs Etaoin Shrdlu Press



Etaoin Shrdlu Press: Revenue by Formats

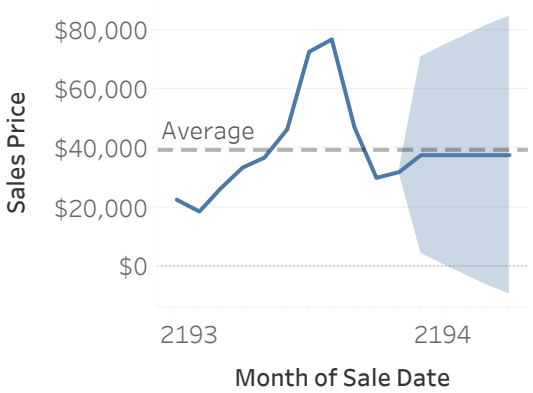


Genre
All

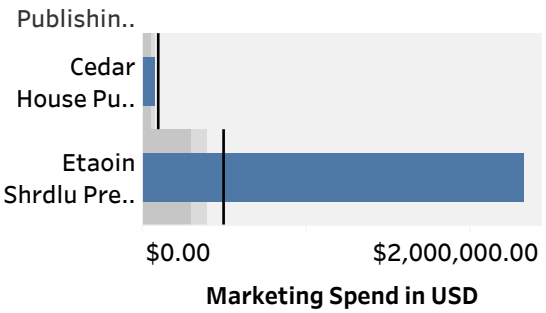
Publishing House
Cedar House ..
Etaoin Shrdlu..

Award Winners: ..
Award winni..
Other

Etaoin Shrdlu Press Total Revenue per Month: 2193

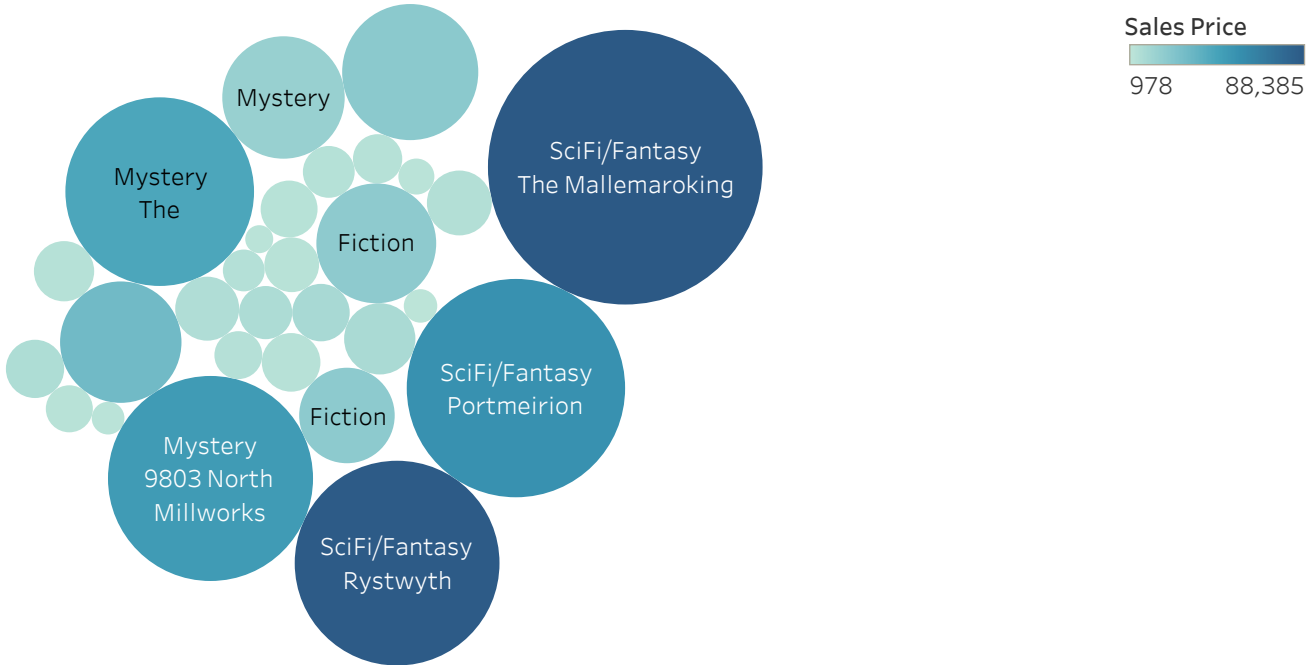


Marketing Spend Comparison: Etaoin Shrdlu Vs Cedar



Sales Price
$15,038 251K

Etaoin Shrdlu Press Publishing: Sales by Books Published



Done By : Vishak Viswanathan

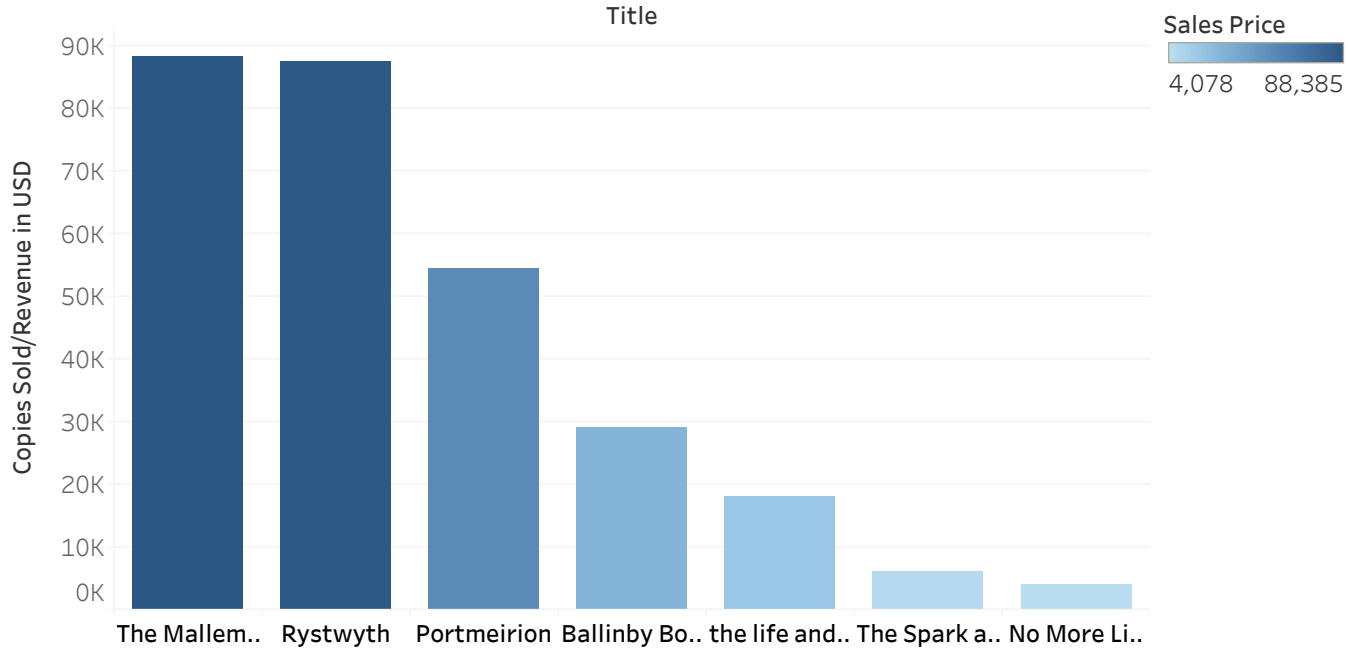
Genre and Title. Color shows sum of Sales Price. Size shows count of Sales. The marks are labeled by Genre and Title. The data is filtered on Publishing House and Action (Title). The Publishing House filter keeps Etaoin Shrdlu Press. The Action (Title) filter keeps 58 members. The view is filtered on Genre, which keeps 8 of 8 members.

Top Selling books

Done By : Vishak Viswanathan

Top 5 Most Selling Books, count of Sales, average of Rating and Author Full Name. Color shows count of Sales. Size shows count of Sales. The marks are labeled by Top 5 Most Selling Books, count of Sales, average of Rating and Author Full Name. The context is filtered on Publishing House, which keeps Etaoin Shrdlu Press. The view is filtered on Top 5 Most Selling Books and Action (Title). The Top 5 Most Selling Books filter keeps 5 members. The Action (Title) filter keeps 30 members.

Award Winners: Total Copies Sold and Total Revenue



Done By : Vishak Viswanathan

Copies Sold & Revenue for each Title. Color shows sum of Sales Price. The data is filtered on Award Winner: Etaoin, which keeps Award Winners Etaoin. The view is filtered on Copies Sold & Revenue, which keeps non-Null values only.

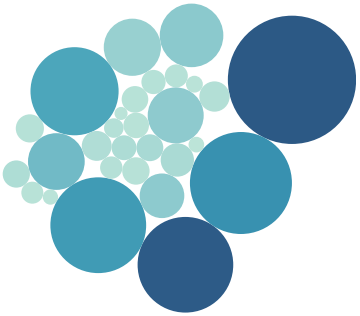
Etaoin Shrdlu Press: Top performing Authors (Award winners)

Etaoin Awa..	Genre	Avg. Rat..	Count of..	Sales Pri..
Bianca Thompson	SciFi/Fantasy	4.52	16,047	$230,427
Arthur McCrumb	SciFi/Fantasy	3.74	1,433	$29,159
Ursula Karénine	SciFi/Fantasy	4.43	1,801	$19,279
	Young Adult	4.36	330	$6,098
Charles Fenimore	Young Adult	4.37	1,413	$17,586
	Fiction	4.00	170	$4,078
David Beam	Fiction	3.20	887	$18,194
Jill Hergesheimer	Young Adult	3.95	215	$2,611

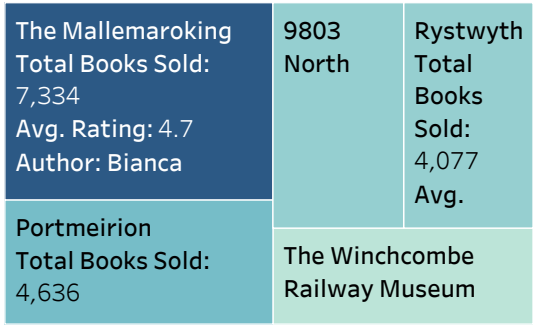
Done By : Vishak Viswanathan

Avg. Rating, count of Sales and Sales Price broken down by Etaoin Award Winning Authors and Genre. The context is filtered on Publishing House, which keeps Cedar House Publishers and Etaoin Shrdlu Press. The data is filtered on Action (Title), which keeps 39 members. The view is filtered on Etaoin Award Winning Authors and Exclusions (Author Full Name,Genre). The Etaoin Award Winning Authors filter keeps 6 members. The Exclusions (Author Full Name,Genre) filter keeps 28 members.

Etaoin Shrdlu Press Publishing: Sales by Books Published



Top Selling books



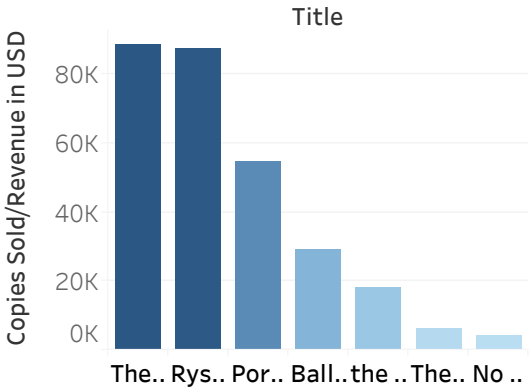
Genre
All

Sales Price
978 88,385

Count of Sales
3,460 7,334

Copies Sold & Re..
Revenue

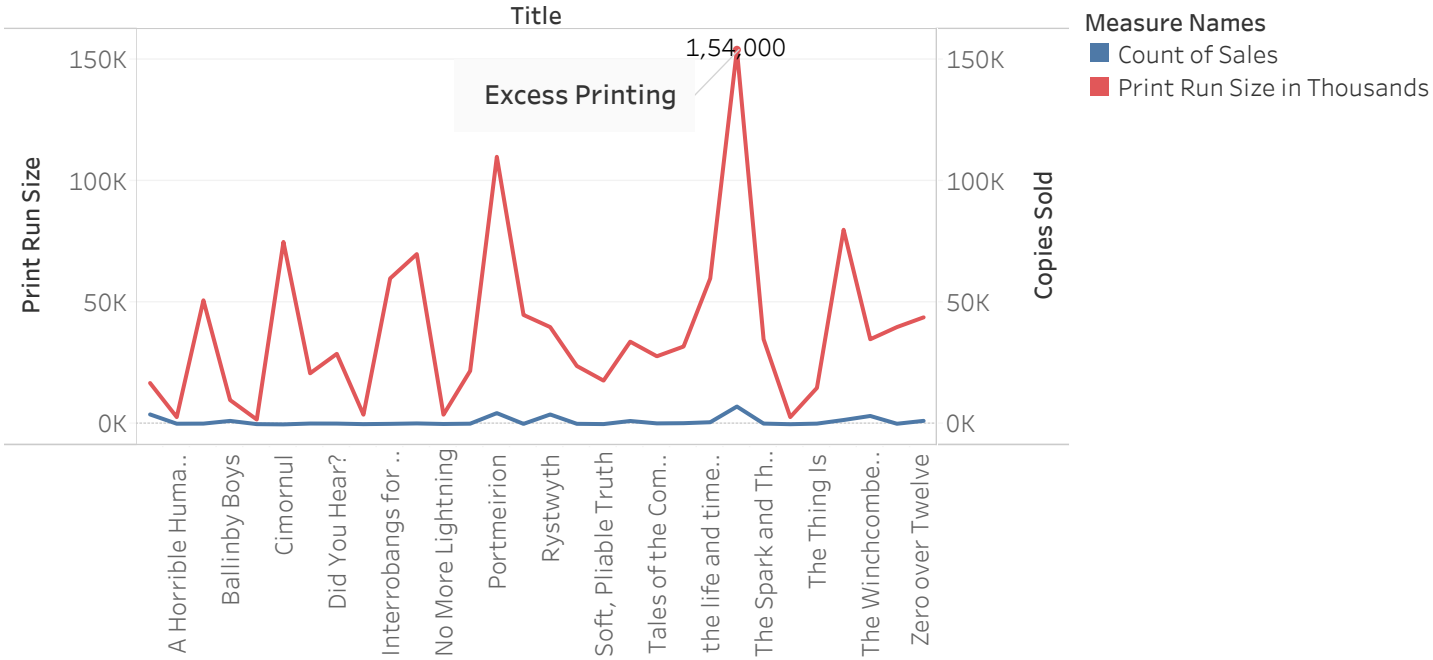
Award Winners: Total Copies Sold and Total Revenue



Etaoin Shrdlu Press: Top performing Authors (Award winners)

Etaoin Awa..	Genre	Avg. ..	Coun..	Sales ..
Bianca Tho..	SciFi/F..	4.52	16,047	####
Arthur McCr..	SciFi/F..	3.74	1,433	####
Ursula Karénine	SciFi/F..	4.43	1,801	####
	Young ..	4.36	330	$6,098
Charles Fenimore	Young ..	4.37	1,413	####
	Fiction	4.00	170	$4,078
David Beam	Fiction	3.20	887	####
Jill Hergesh..	Young ..	3.95	215	$2,611

Print Run Size vs Total Sales

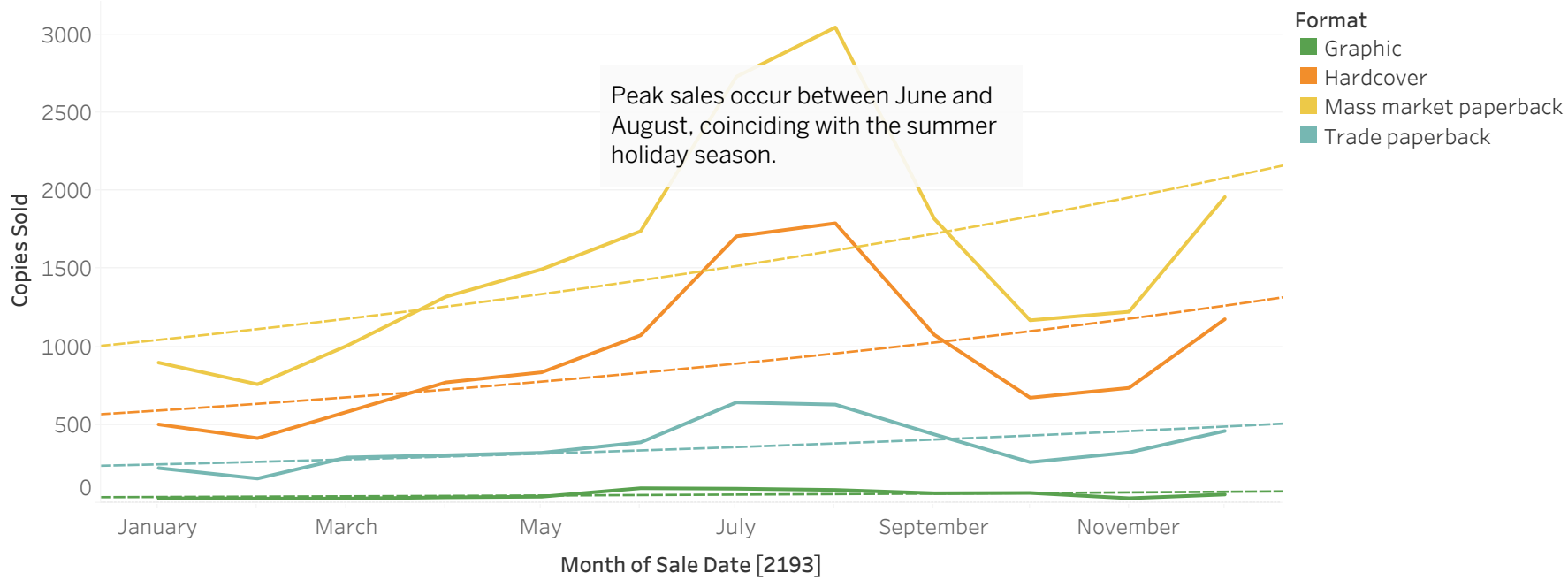


Measure Names
- Count of Sales
- Print Run Size in Thousands

Done By : Vishak Viswanathan

The trends of Print Run Size in Thousands and count of Sales for Title. Color shows details about Print Run Size in Thousands and count of Sales. The context is filtered on Publishing House, which keeps Etaoin Shrdlu Press.

Sales Trend by Format



Done By: Vishak Viswanathan

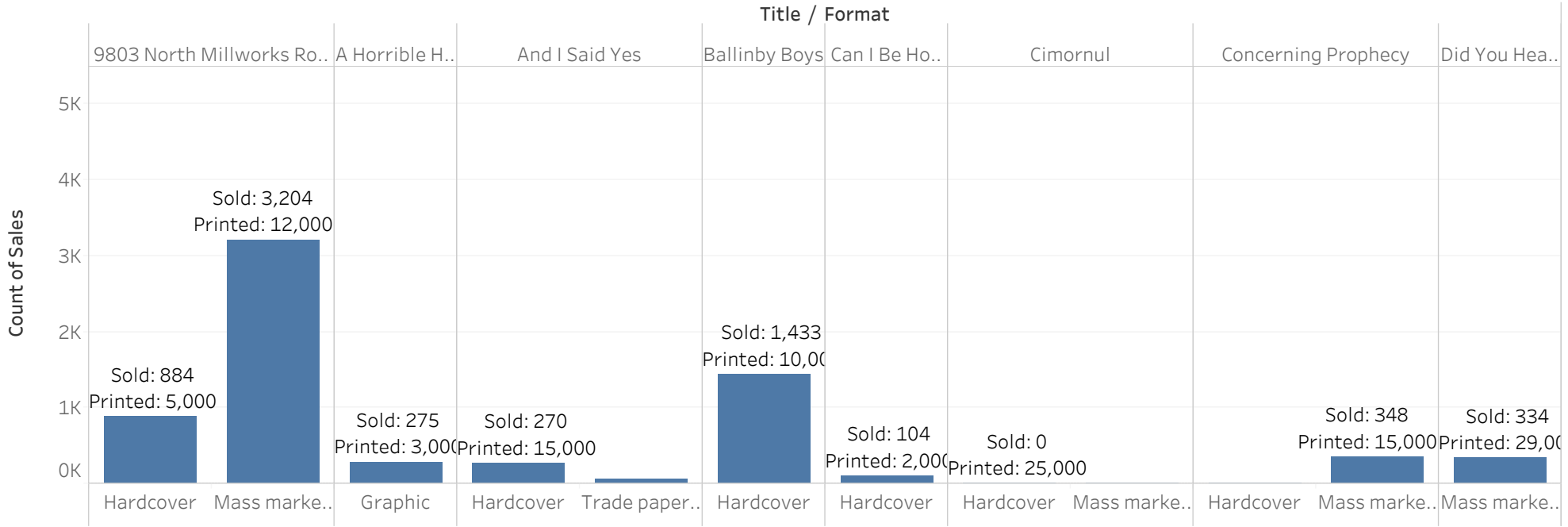
The trend of count of Sales for Sale Date Month. Color shows details about Format. The data is filtered on Publishing House and Format Filter. The Publishing House filter keeps Etaoin Shrdlu Press. The Format Filter filter keeps True.

Series Contributions

Done By : Vishak Viswanathan

Sum of Sales Price for each SeriesID (Series). Color shows details about Title. The data is filtered on Publishing House, which keeps Etaoin Shrdlu Press. The view is filtered on SeriesID (Series), which excludes Null.

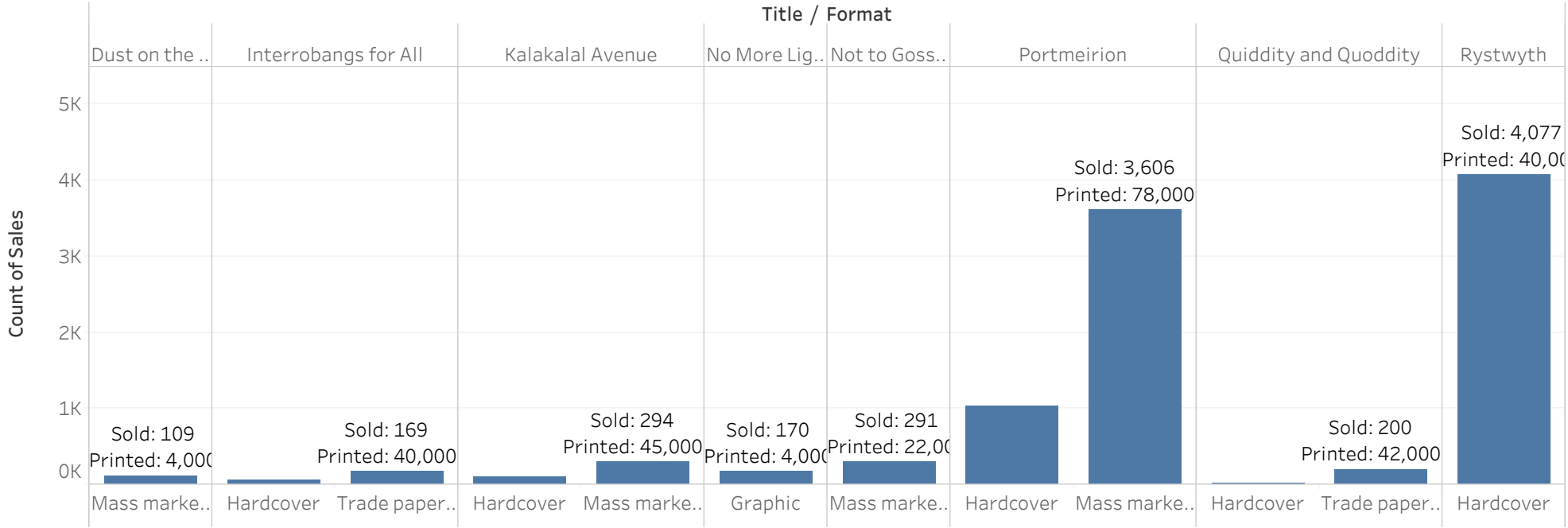
Book Format Printed



Done By : Vishak Viswanathan

Count of Sales for each Format broken down by Title. The marks are labeled by count of Sales and sum of Print Run Size in Thousands. The data is filtered on Publishing House and Tooltip (Title). The Publishing House filter keeps Etaoin Shrdlu Press. The Tooltip (Title) filter keeps 58 members. The view is filtered on Title, which keeps 58 of 58 members.

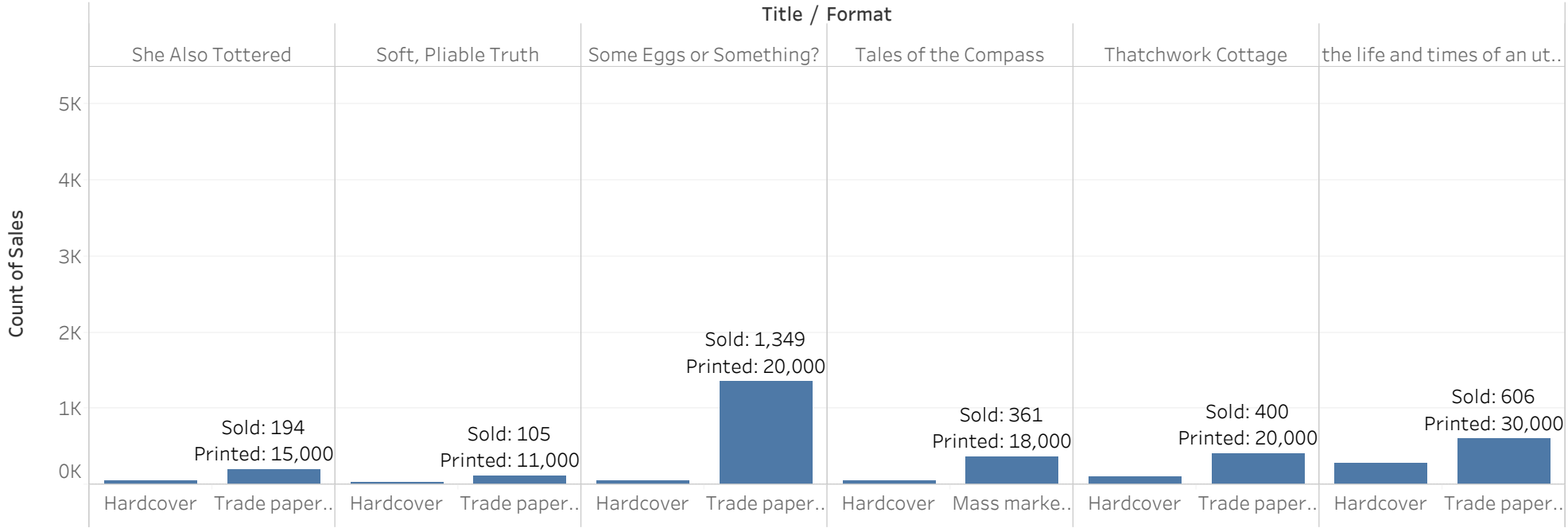
Book Format Printed



Done By : Vishak Viswanathan

Count of Sales for each Format broken down by Title. The marks are labeled by count of Sales and sum of Print Run Size in Thousands. The data is filtered on Publishing House and Tooltip (Title). The Publishing House filter keeps Etaoin Shrdlu Press. The Tooltip (Title) filter keeps 58 members. The view is filtered on Title, which keeps 58 of 58 members.

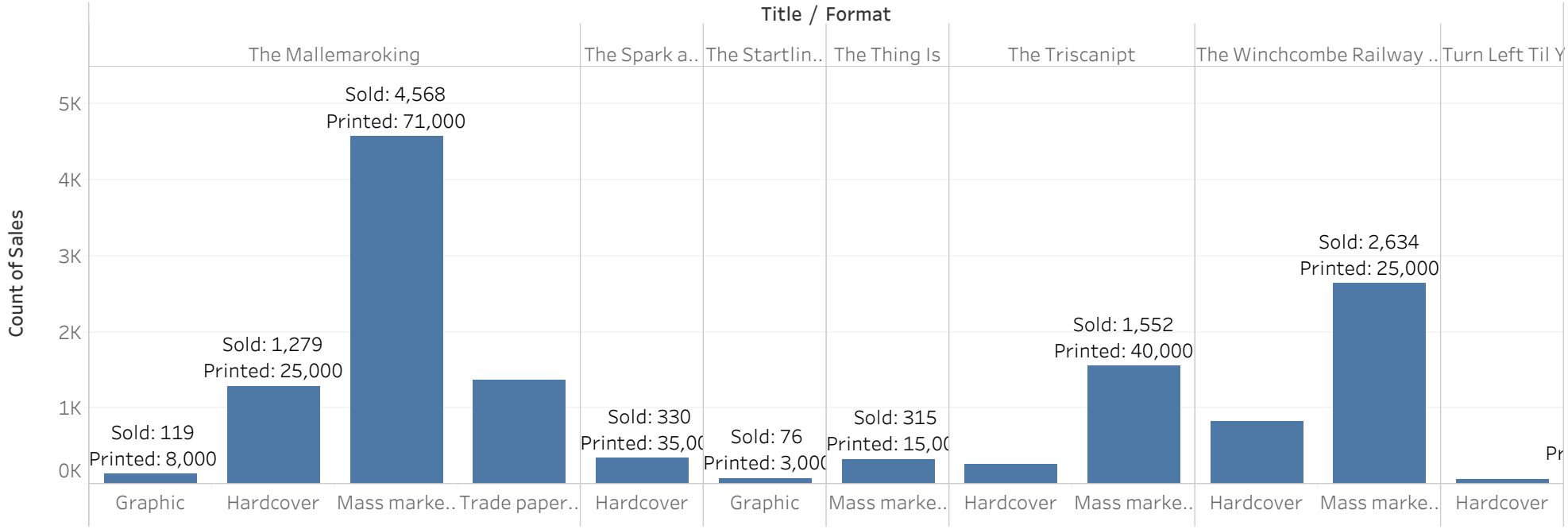
Book Format Printed



Done By : Vishak Viswanathan

Count of Sales for each Format broken down by Title. The marks are labeled by count of Sales and sum of Print Run Size in Thousands. The data is filtered on Publishing House and Tooltip (Title). The Publishing House filter keeps Etaoin Shrdlu Press. The Tooltip (Title) filter keeps 58 members. The view is filtered on Title, which keeps 58 of 58 members.

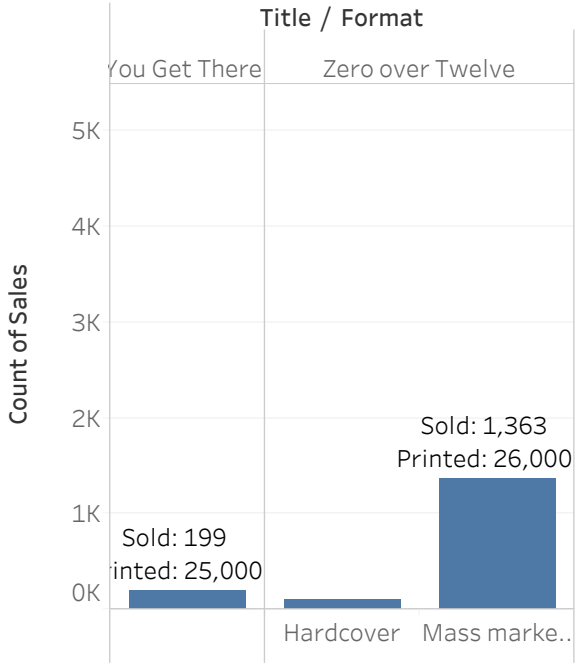
Book Format Printed



Done By : Vishak Viswanathan

Count of Sales for each Format broken down by Title. The marks are labeled by count of Sales and sum of Print Run Size in Thousands. The data is filtered on Publishing House and Tooltip (Title). The Publishing House filter keeps Etaoin Shrdlu Press. The Tooltip (Title) filter keeps 58 members. The view is filtered on Title, which keeps 58 of 58 members.

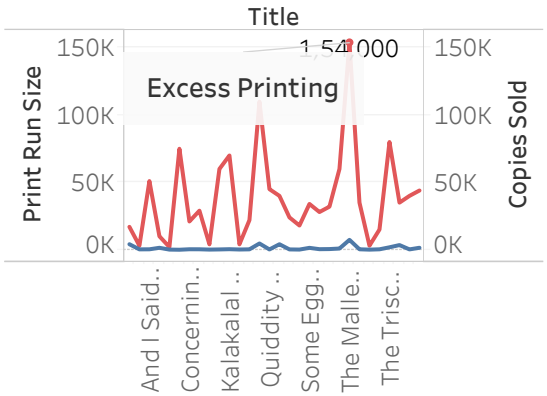
Book Format Printed



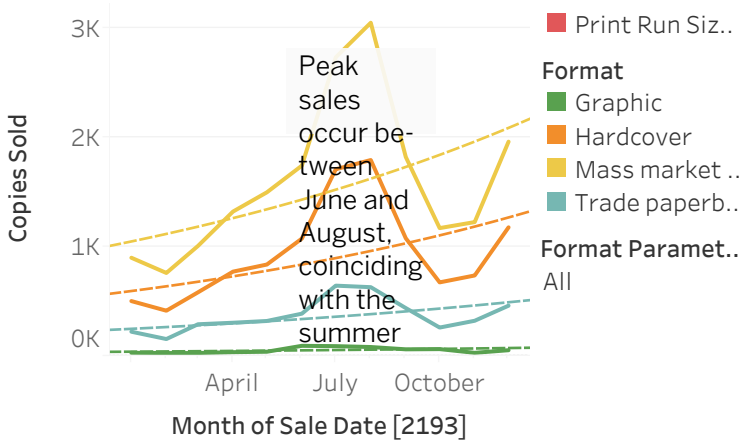
Done By : Vishak Viswanathan

Count of Sales for each Format broken down by Title. The marks are labeled by count of Sales and sum of Print Run Size in Thousands. The data is filtered on Publishing House and Tooltip (Title). The Publishing House filter keeps Etaoin Shrdlu Press. The Tooltip (Title) filter keeps 58 members. The view is filtered on Title, which keeps 58 of 58 members.

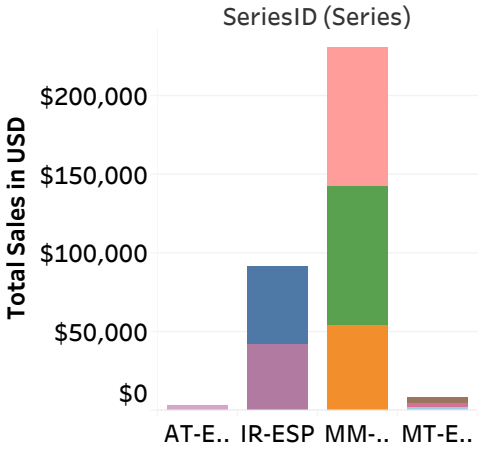
Print Run Size vs Total Sales



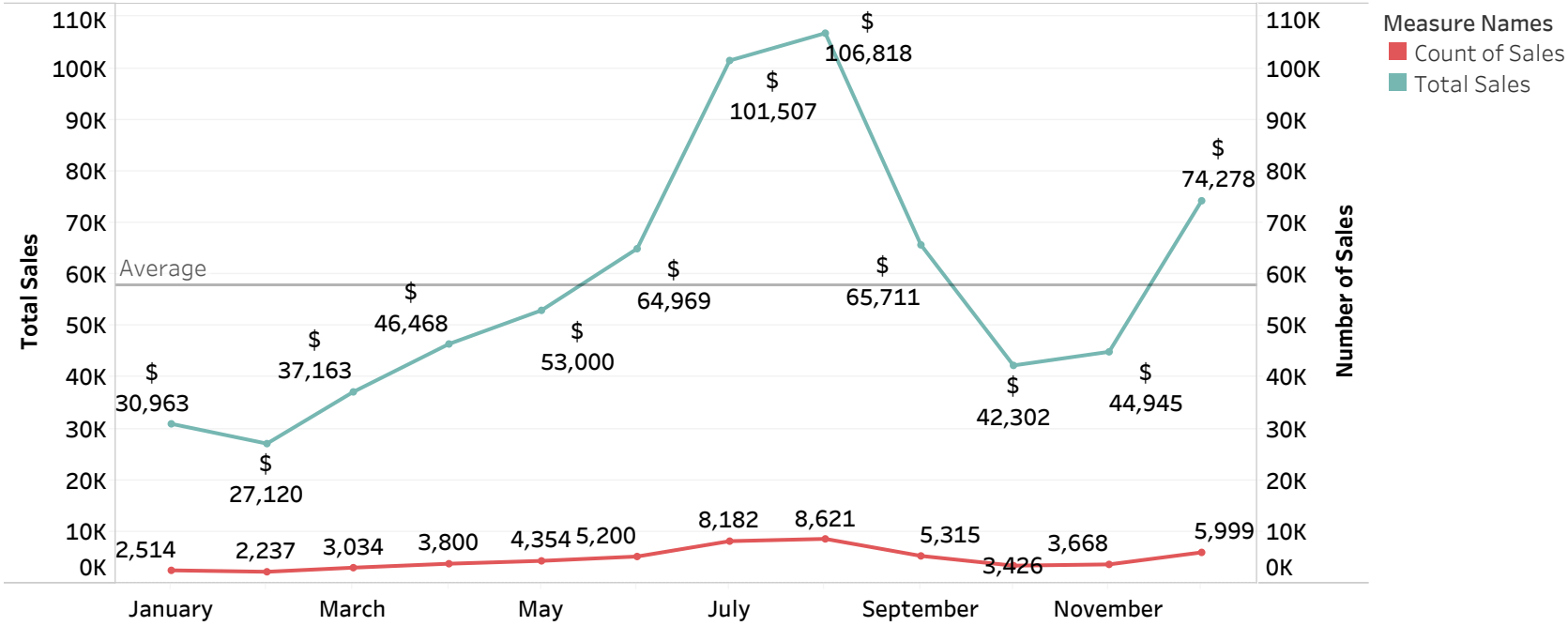
Sales Trend by Format



Series Contributions



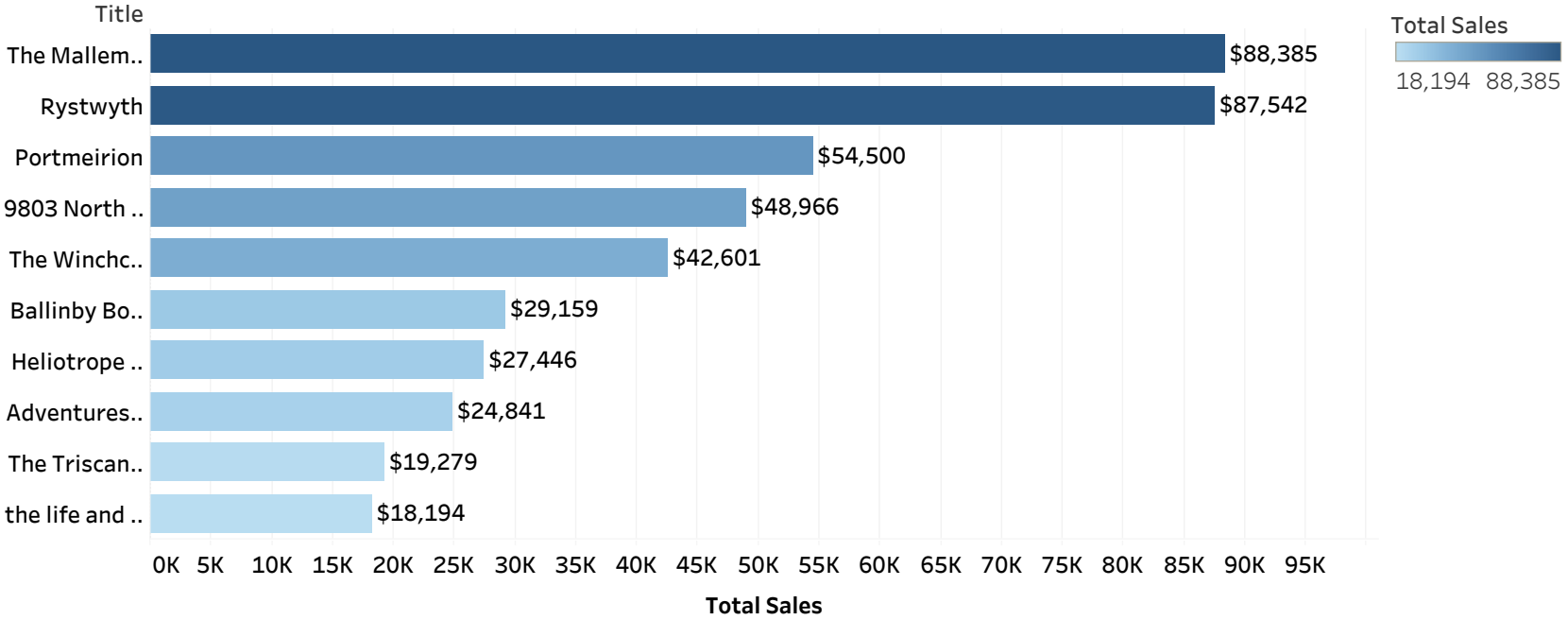
Revenue and Sales Trend By Month



Done By Jathin Suresh

The trends of Total Sales and count of Sales for Sale Date Month. Color shows details about Total Sales and count of Sales. For pane Sum of Total Sales: The marks are labeled by Total Sales. For pane Count of Sales: The marks are labeled by count of Sales. The data is filtered on Genre, Action (Title) and Action (Publishing House). The Genre filter keeps 8 of 8 members. The Action (Title) filter keeps 58 members. The Action (Publishing House) filter keeps 4 members. The view is filtered on sum of Total Sales, which keeps non-Null values only.

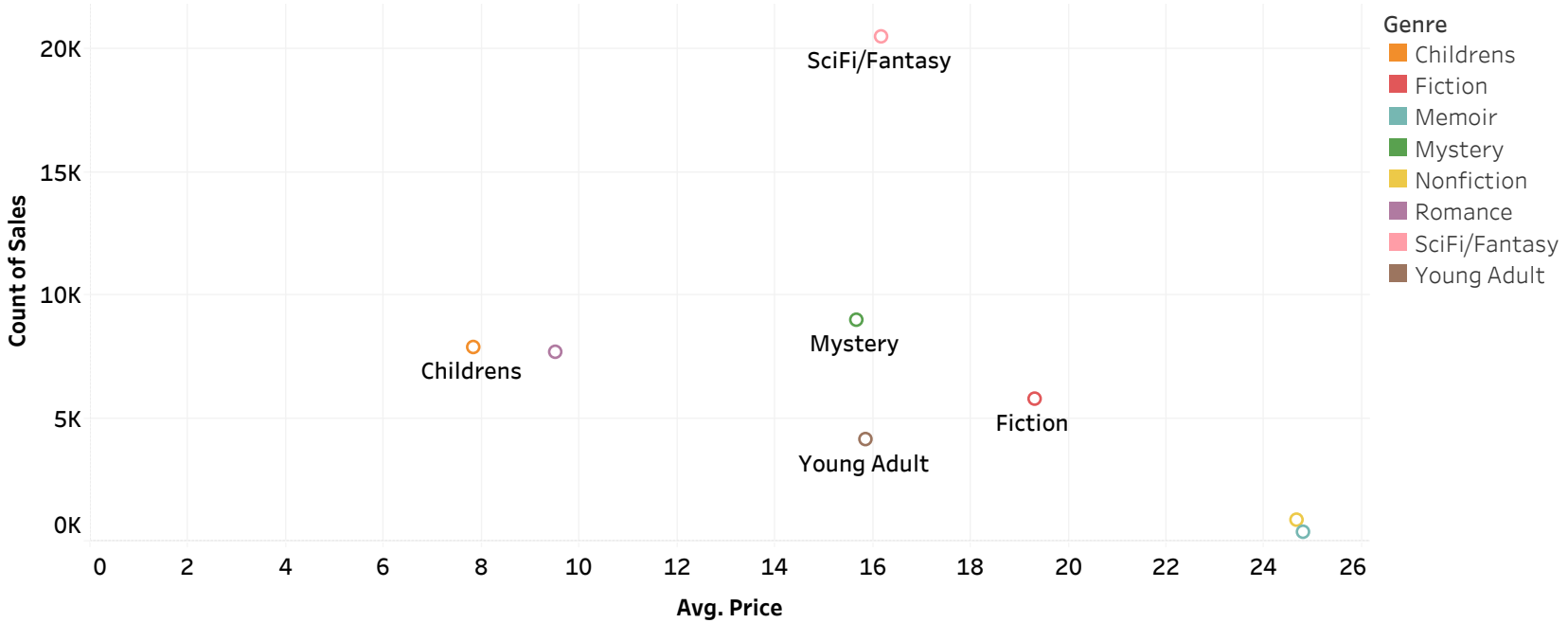
Books Generating Most Revenue



Done By Jathin Suresh

Sum of Total Sales for each Title. Color shows sum of Total Sales. The marks are labeled by sum of Total Sales. The context is filtered on Sale Date Month, which keeps 12 of 12 members. The data is filtered on Action (MONTH(Sale Date)), Action (Publishing House) and Tooltip (Publishing House). The Action (MONTH(Sale Date)) filter keeps 12 members. The Action (Publishing House) filter keeps 4 members. The Tooltip (Publishing House) filter keeps 4 members. The view is filtered on Title, which has multiple members selected.

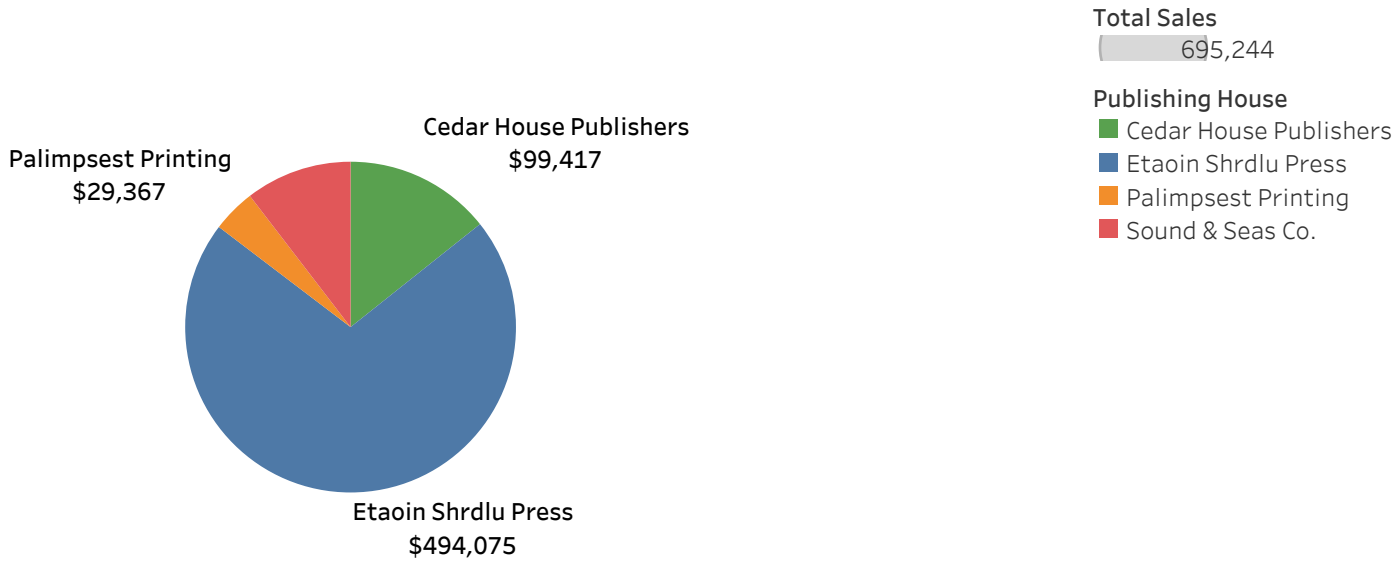
Sales vs Price Comparison



Done By Jathin Suresh

Average of Price vs. count of Sales. Color shows details about Genre. The marks are labeled by Genre. The data is filtered on Action (MONTH(Sale Date)) and Action (Publishing House). The Action (MONTH(Sale Date)) filter keeps 13 members. The Action (Publishing House) filter keeps 4 members. The view is filtered on Genre, which keeps 8 of 8 members.

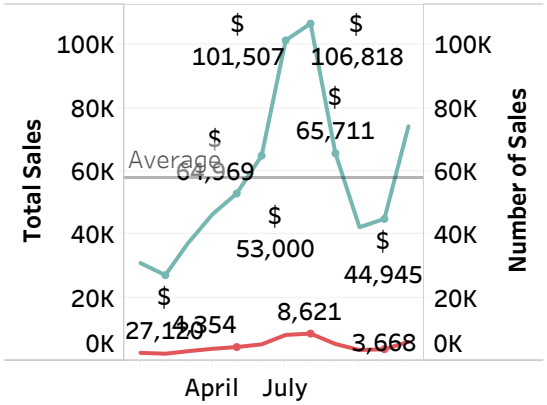
Total Revenue Generated By Each Publisher



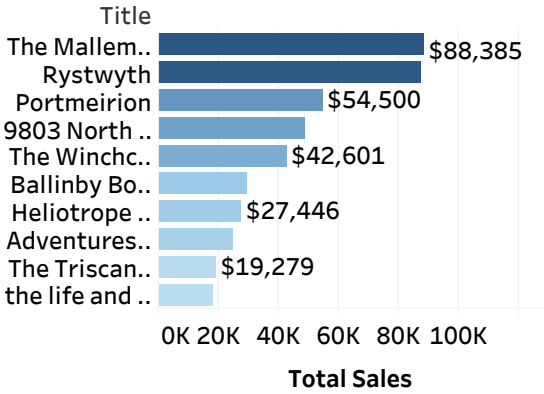
Done By Jathin Suresh

Publishing House and sum of Total Sales. Color shows details about Publishing House. Size shows sum of Total Sales. The marks are labeled by Publishing House and sum of Total Sales. The data is filtered on Sale Date Quarter, Action (Title) and Action (MONTH(Sale Date)). The Sale Date Quarter filter keeps Q1, Q2, Q3 and Q4. The Action (Title) filter keeps 58 members. The Action (MONTH(Sale Date)) filter keeps 12 members.

Revenue and Sales Trend By Month



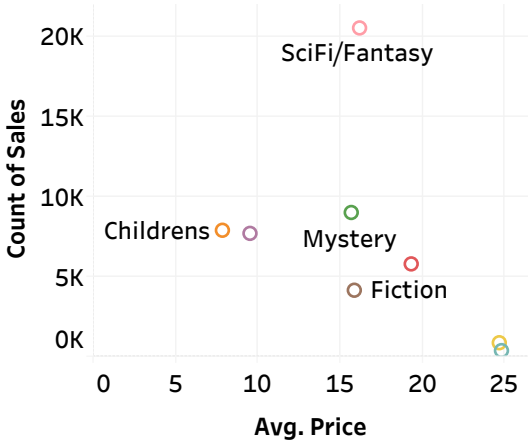
Books Generating Most Revenue



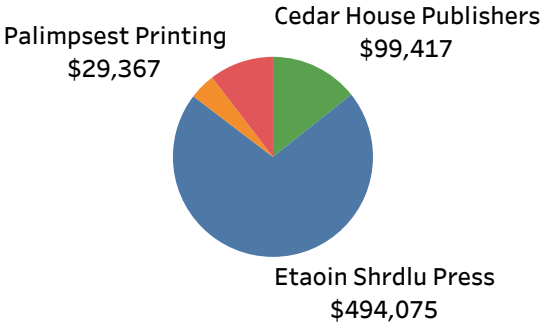
Genre
- Childrens
- Fiction
- Memoir
- Mystery
- Nonfiction
- Romance
- SciFi/Fantasy
- Young Adult

Quarter of Sale ..
- Q1
- Q2
- Q3
- Q4

Sales vs Price Comparison



Total Revenue Generated By Each Publisher

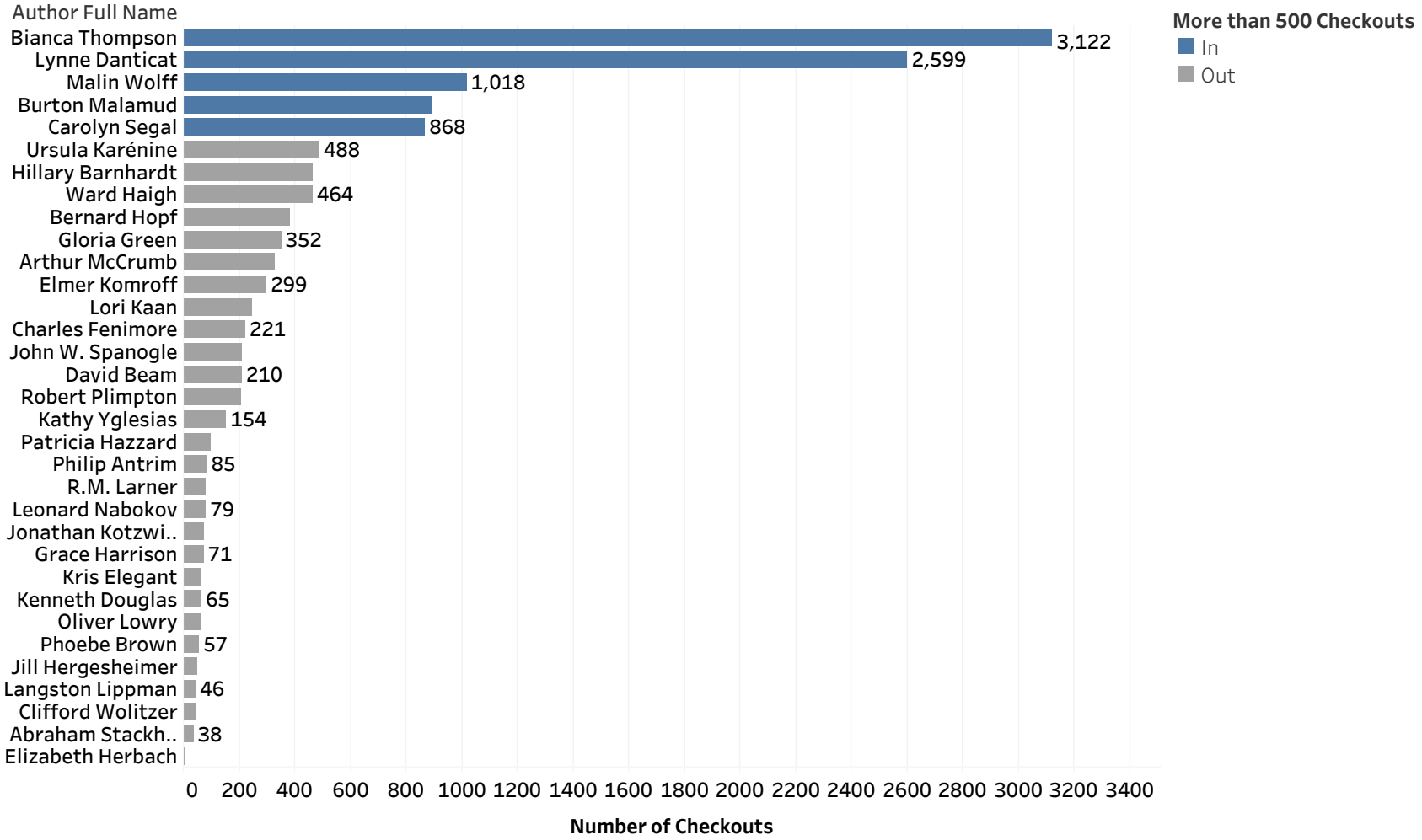


Month of Sale D..
All

Total Sales
18,194 88,385

Top N Books
10

Top Authors by Number of Checkouts



Done By Jathin Suresh

Sum of Number of Checkouts for each Author Full Name. Color shows details about In / Out of Author Full Name Set. The marks are labeled by sum of Number of Checkouts. The context is filtered on Genre Set, which keeps 8 members. The data is filtered on Tooltip (Genre), which keeps 8 members. The view is filtered on sum of Number of Checkouts, which keeps non-Null values only.

Customer Ratings By Genre (Top Authors)

Genre	
Childrens	4.3503
Fiction	4.0279
Mystery	4.0361
Romance	4.2191
SciFi/Fantasy	4.5161

Avg. Rating

4.0279 4.5161

Done By Jathin Suresh

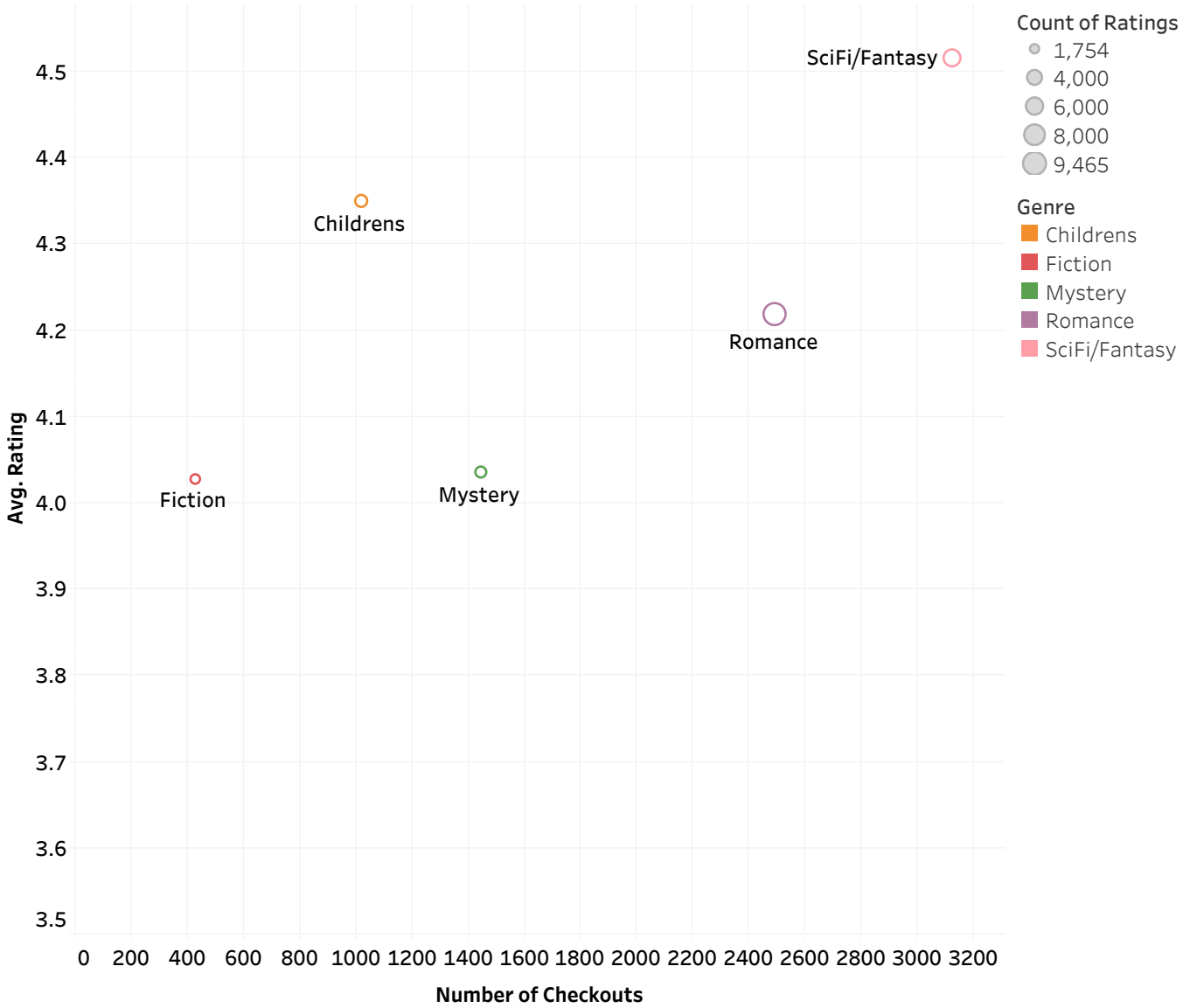
Average of Rating broken down by Genre. Color shows average of Rating. The marks are labeled by average of Rating. The data is filtered on Author Full Name Set, which keeps 5 members. The view is filtered on Genre, which keeps 8 members.

Checkout Trend Over The Year For Each Genre

Done By Jathin Suresh

The trend of sum of Number of Checkouts for Checkout Month Name Month. Color shows details about Genre Set. The marks are labeled by sum of Number of Checkouts. The data is filtered on Author Full Name Set, which keeps 5 members. The view is filtered on Genre Set, which keeps 1 member.

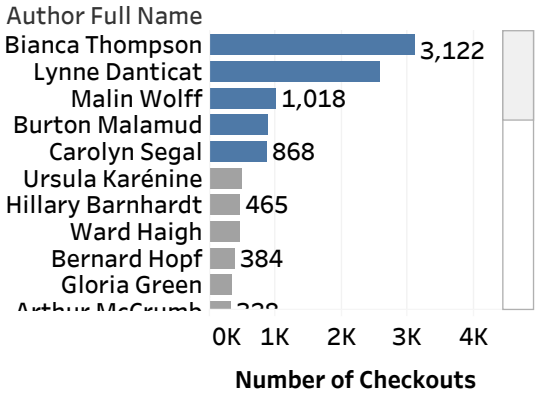
Checkout to Rating Ratio



Done By Jathin Suresh

Sum of Number of Checkouts vs. average of Rating. Color shows details about Genre. Size shows count of Ratings. The marks are labeled by Genre. The data is filtered on Author Full Name Set, which keeps 5 members. The view is filtered on Genre, which excludes no members.

Top Authors by Number of Checkouts



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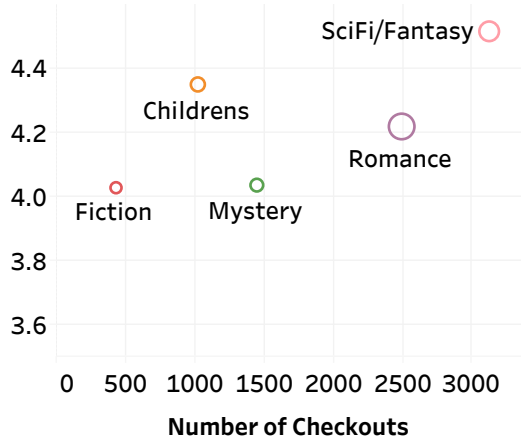
Fiction	4.0279
Mystery	4.0361
Romance	4.2191
SciFi/Fantasy	4.5161

Checkout to Rating Ratio



Top Authors By ..
All

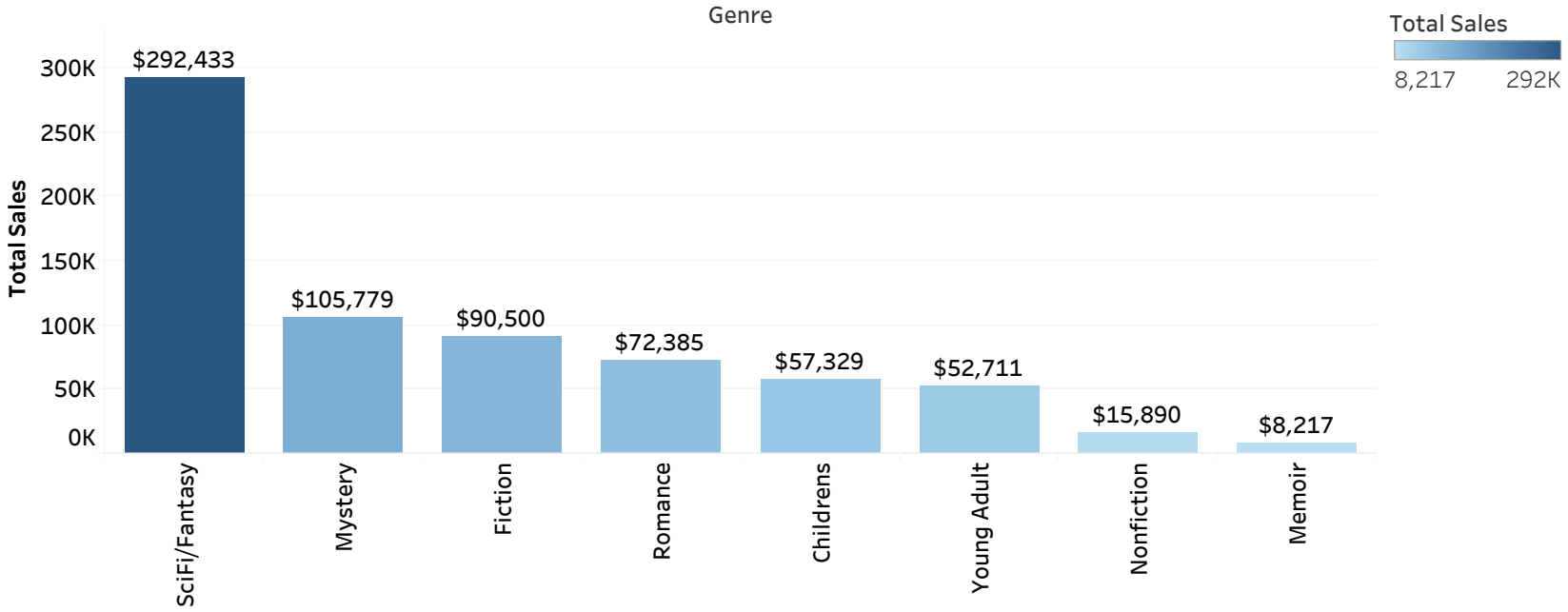
More than 500 C..
In
Out

Count of Ratings
1,754
4,000
6,000
8,000
9,465

Genre
Childrens
Fiction
Mystery
Romance
SciFi/Fantasy

Select ..

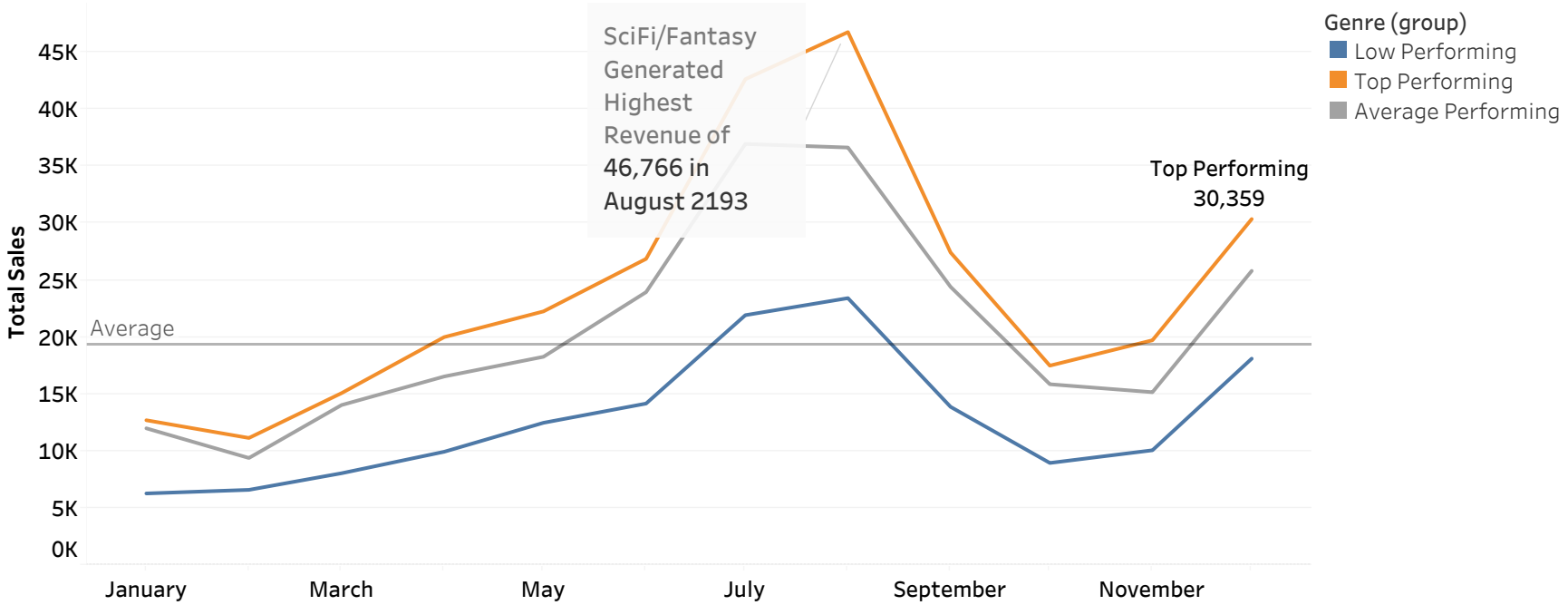
Genres By Revenue Generated



Done By Jathin Suresh

Sum of Total Sales for each Genre. Color shows sum of Total Sales. The marks are labeled by sum of Total Sales. The data is filtered on Tooltip (Genre (group),MONTH(Sale Date)) and Action (Genre (group),MONTH(Sale Date)). The Tooltip (Genre (group),MONTH(Sale Date)) filter keeps 38 members. The Action (Genre (group),MONTH(Sale Date)) filter keeps 38 members.

Revenue Trend By Genre Groups



Done By Jathin Suresh

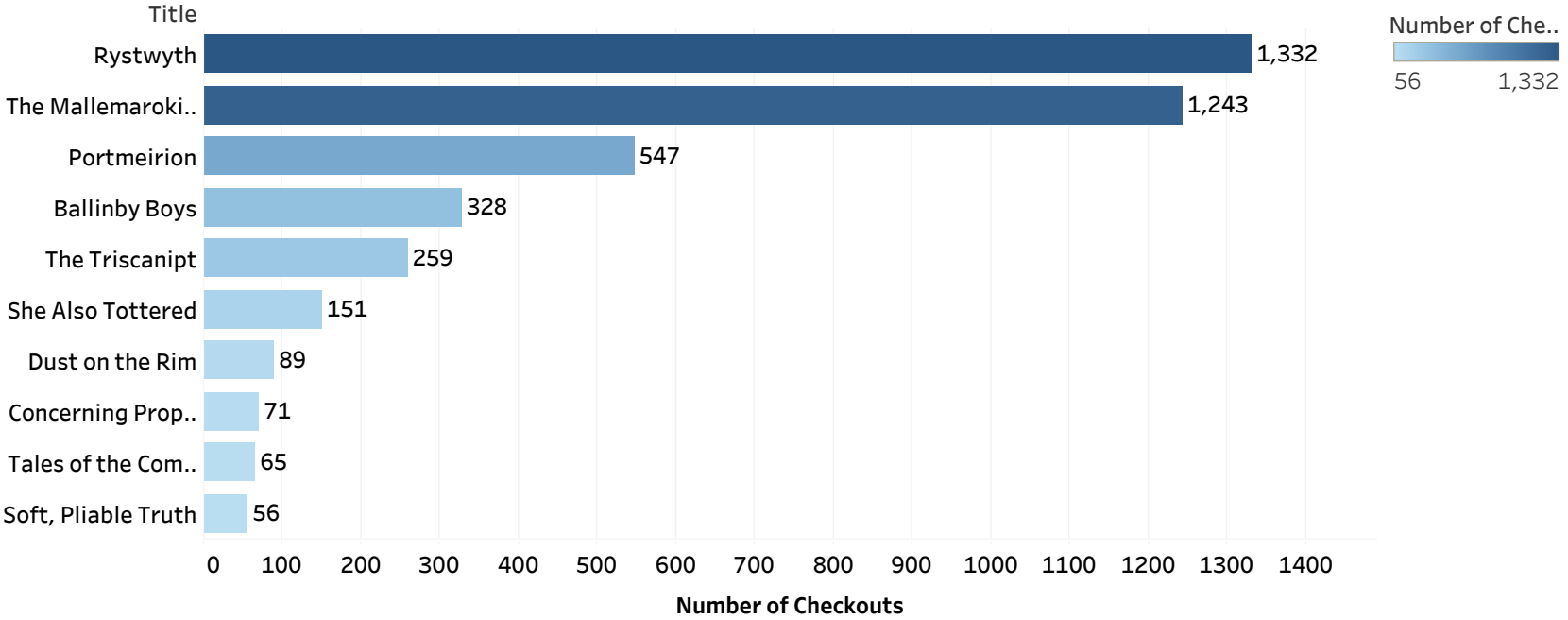
The trend of sum of Total Sales for Sale Date Month. Color shows details about Genre (group). The marks are labeled by Genre (group) and sum of Total Sales. The data is filtered on Action (Genre), which keeps 8 members. The view is filtered on sum of Total Sales, which keeps non-Null values only.

Edition Format By Checkouts for Top Performing Genre

Done By Jathin Suresh

Format. Color shows sum of Number of Checkouts. Size shows sum of Number of Checkouts. The marks are labeled by Format. The context is filtered on Genre (group) and Checkout Month Name Month. The Genre (group) filter keeps Top Performing. The Checkout Month Name Month filter keeps 12 of 12 members. The data is filtered on Action (Genre) and Action (Genre (group),MONTH(Sale Date)). The Action (Genre) filter keeps 1 member. The Action (Genre (group),MONTH(Sale Date)) filter keeps 13 members.

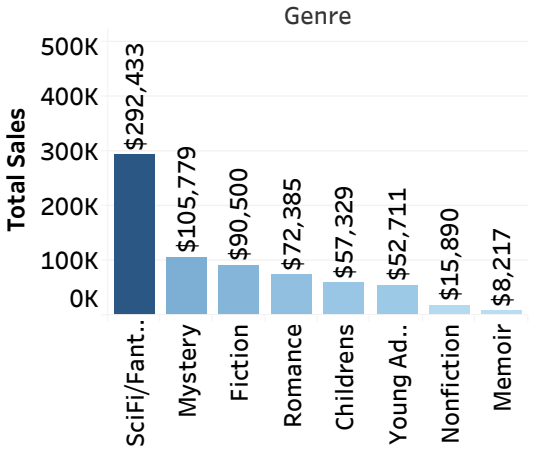
Top Books to Restock with Hardcover Format



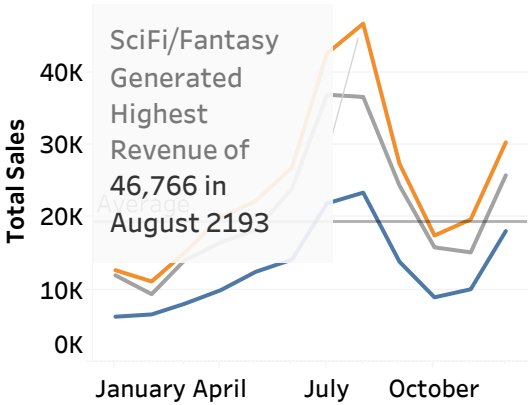
Done By Jathin Suresh

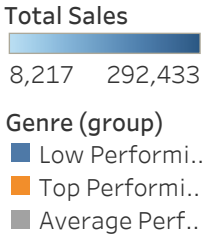
Sum of Number of Checkouts for each Title. Color shows sum of Number of Checkouts. The marks are labeled by sum of Number of Checkouts. The context is filtered on Genre (group) and Format. The Genre (group) filter keeps Top Performing. The Format filter keeps multiple members. The data is filtered on Action (Genre) and Action (Genre (group),MONTH(Sale Date)). The Action (Genre) filter keeps 1 member. The Action (Genre (group),MONTH(Sale Date)) filter keeps 13 members. The view is filtered on sum of Number of Checkouts, which keeps non-Null values only.

Genres By Revenue Generated

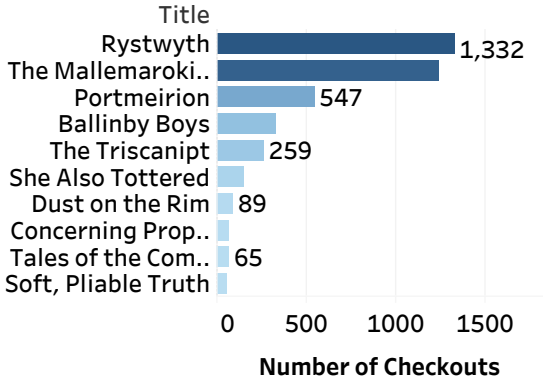


Revenue Trend By Genre Groups





Top Books to Restock with Hardcover Format



Books Published by Author

Genre	Title	
Childrens	Alanna Saves th..	1,810,692,442
	Banana Slug and..	427,561,888
	Banana Slug and..	428,511,888
	Banana Slug and..	567,985,127
	Banana Slug and..	838,886,861
	Heliotrope Paja..	28,076,609,064
Fiction	A Horrible Huma..	72,437,805
	And I Said Yes	1,586,642,580
	Did You Hear?	130,615,710
	Interrobangs for..	988,506,787
	Kalakalal Avenue	2,381,059,314
	No More Lightni..	94,159,790
	Not to Gossip, But	677,525,453
	Post Alley	836,358,995
	Some Eggs or So..	3,388,799,178
	Thatchwork Cott..	1,117,841,829
	the life and time..	8,983,388,952
	The Startling En..	10,633,136
	The Thing Is	454,511,925
	Turn Left Til You ..	864,354,685
Romance	Burnished Silver	7,077,171,300
	Lace and Brandy	2,320,059,600
	Muddy Waters	3,289,026,312
	Saint Esme	2,657,691,120
	The Scent of Ora..	1,378,050,240
	The Seawitch Sin..	3,942,639,954
	Whither Thou Go..	3,201,455,616
SciFi/Fantasy	Ballinby Boys	3,175,843,260

Derived Revenue

987 204B

Done by :Jyothi Mysore sathyanarayan

Sum of Derived Revenue broken down by Genre and Title. Color shows sum of Derived Revenue. The marks are labeled by sum of Derived Revenue. The data is filtered on In / Out of Top 5 Genres by Revenue, which keeps Out and In. The view is filtered on sum of Derived Revenue, which keeps non-Null values only.

Books Published by Author

Genre	Title	
SciFi/Fantasy	Cimornul	987
	Concerning Prop..	287,720,294
	Dust on the Rim	18,720,201
	Portmeirion	73,420,587,819
	Rystwyth	74,387,963,520
	She Also Tottered	331,628,904
	Soft, Pliable Truth	130,717,944
	Tales of the Com..	696,168,539
	The Mallemaroki..	204,441,586,377
	The Triscanipt	14,604,587,754
Young Adult	(im)Mortality	16,083,652
	Adventures of K..	15,866,843,958
	Can I Be Honest?	721,846,125
	It's Never Just a ..	51,445,723
	Quiddity and Qu..	545,924,736
	The Spark and T..	2,907,689,400

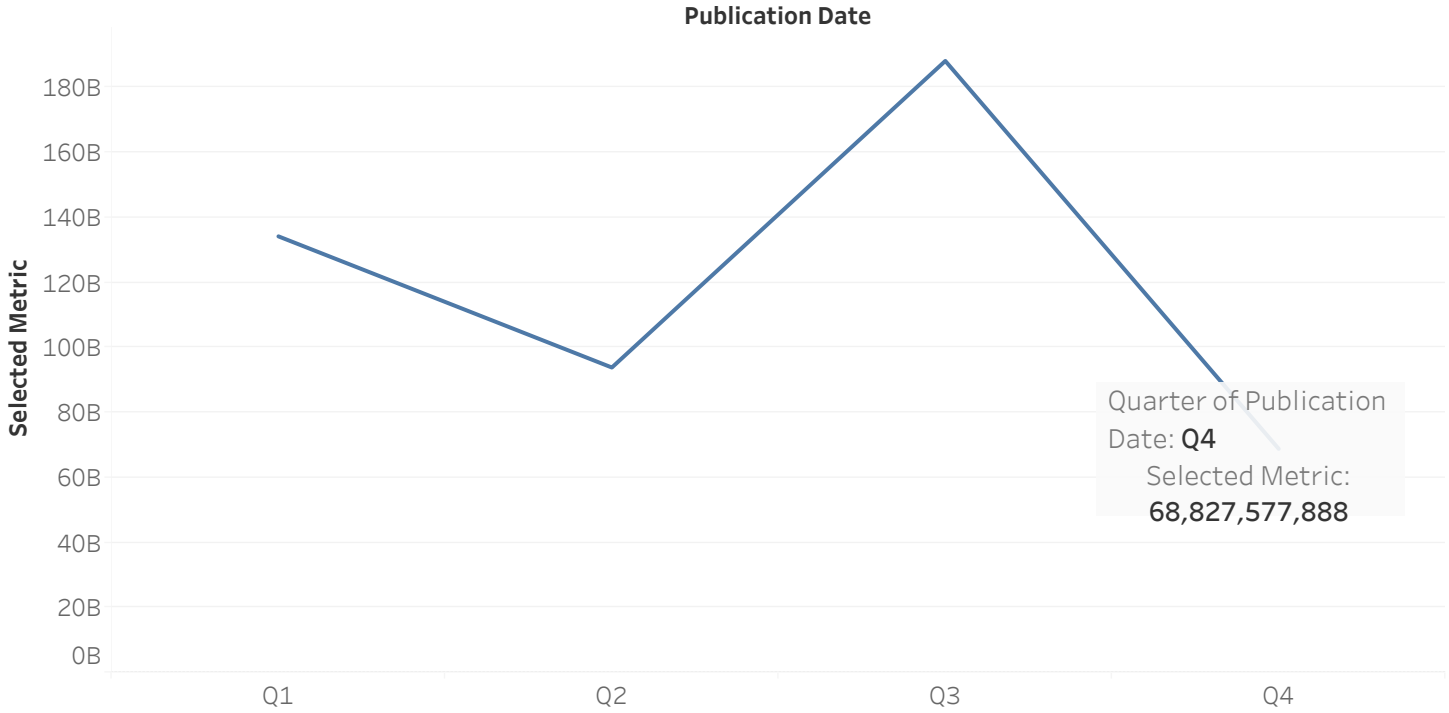
Derived Revenue

987 204B

Done by :Jyothi Mysore sathyanarayan

Sum of Derived Revenue broken down by Genre and Title. Color shows sum of Derived Revenue. The marks are labeled by sum of Derived Revenue. The data is filtered on In / Out of Top 5 Genres by Revenue, which keeps Out and In. The view is filtered on sum of Derived Revenue, which keeps non-Null values only.

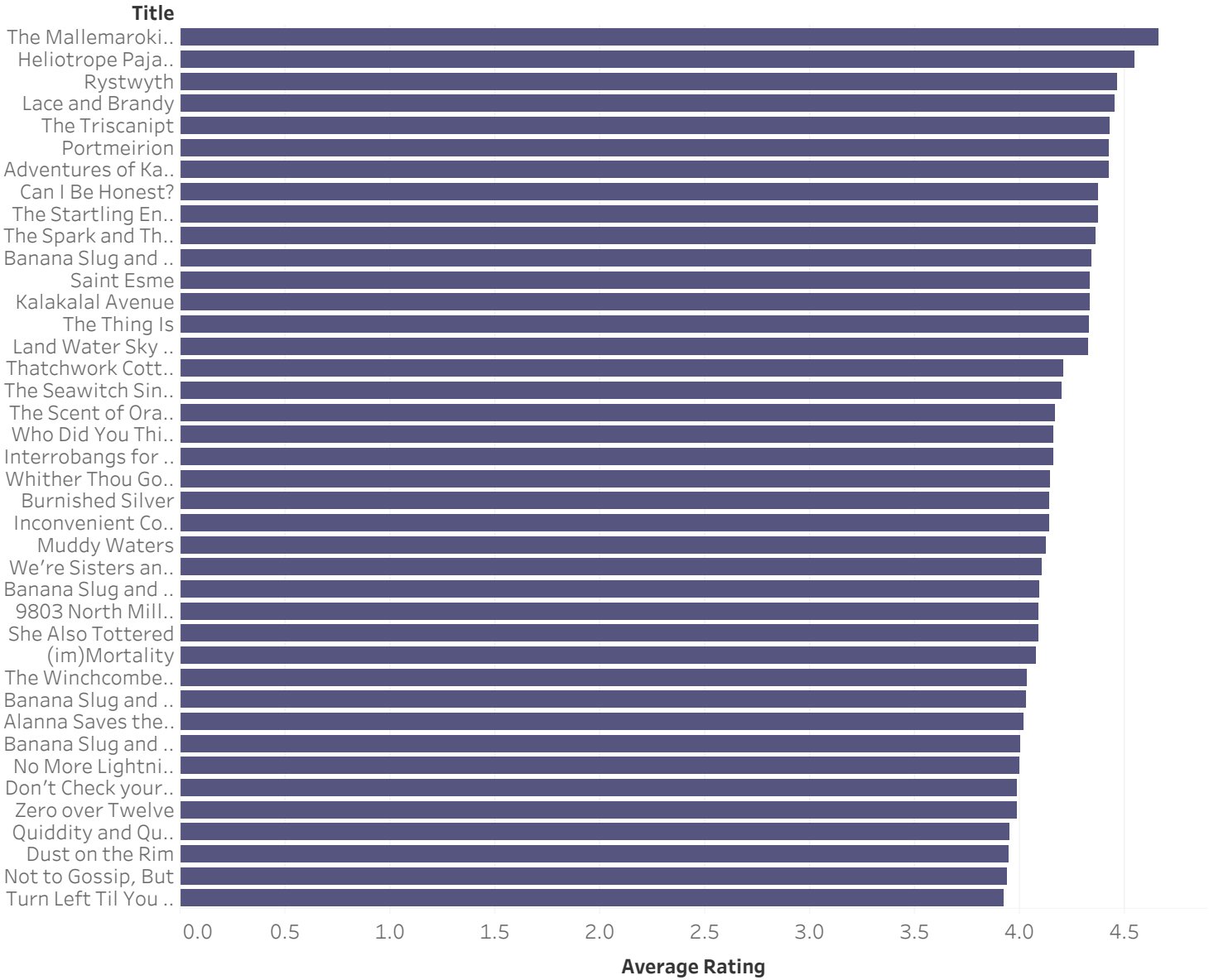
Total Sales by Author



Done by :Jyothi Mysore sathyanarayan

The trend of Selected Metric for Publication Date Quarter. The data is filtered on sum of Derived Revenue, which keeps non-Null values only.

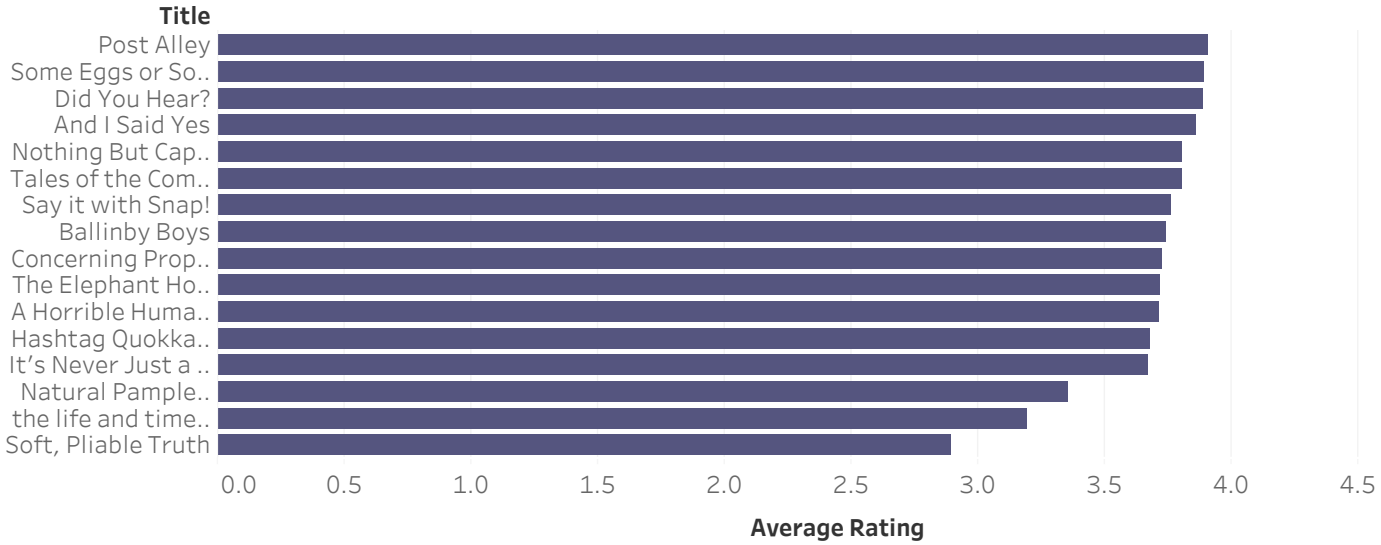
Ratings Summary for Books



Done by :Jyothi Mysore sathyanarayan

Average Rating for each Title. The view is filtered on Average Rating, which keeps non-Null values only.

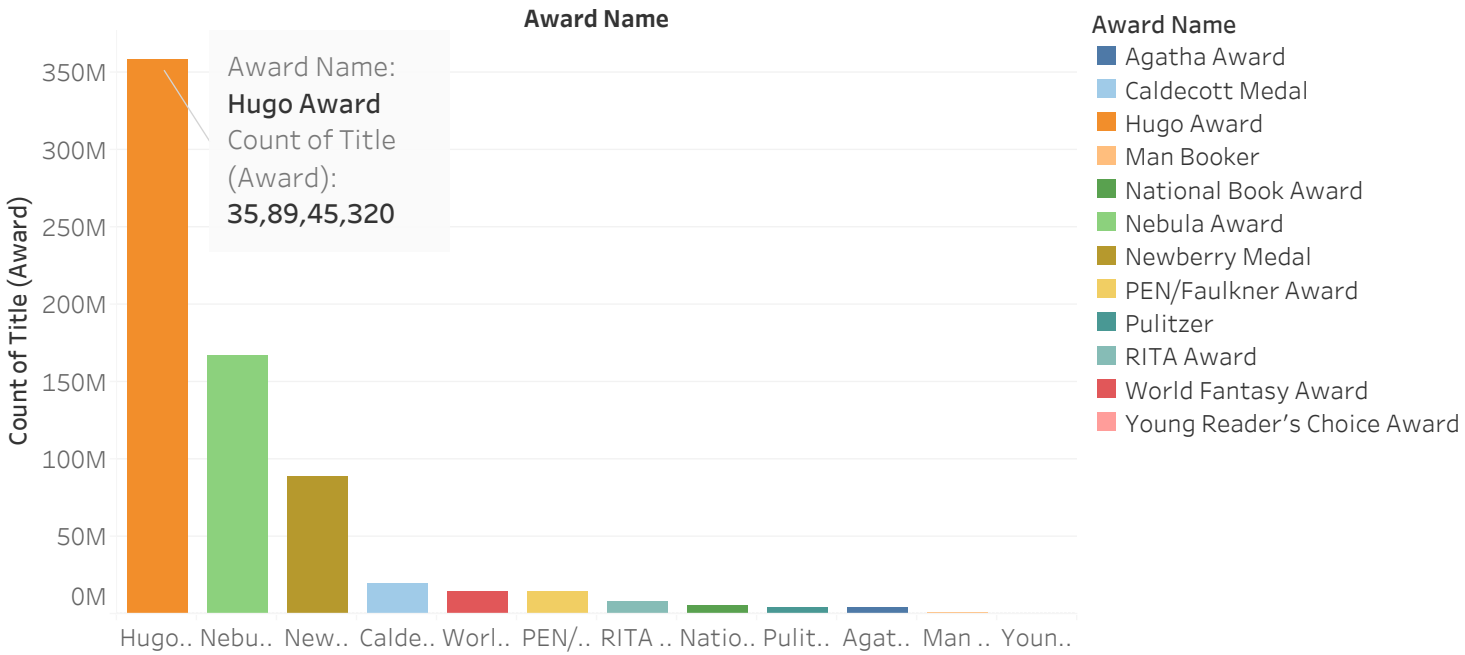
Ratings Summary for Books



Done by :Jyothi Mysore sathyanarayan

Average Rating for each Title. The view is filtered on Average Rating, which keeps non-Null values only.

Awards Won by Books



Done by :Jyothi Mysore sathyanarayan

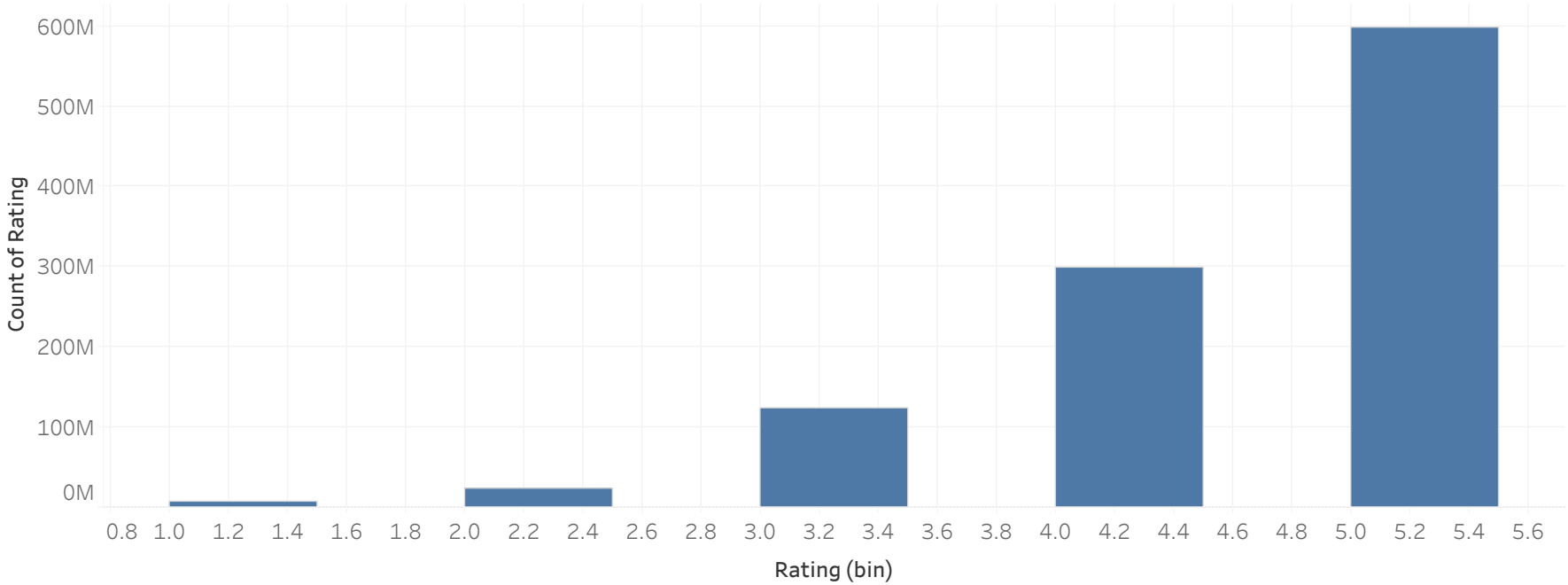
Count of Title (Award) for each Award Name. Color shows details about Award Name. The data is filtered on Year Won, which keeps non-Null values only.

Monthly Checkouts for Books

Done by :Jyothi Mysore sathyanarayan

The trend of sum of Number of Checkouts for Checkout Month. The view is filtered on Checkout Month, which keeps non-Null values only.

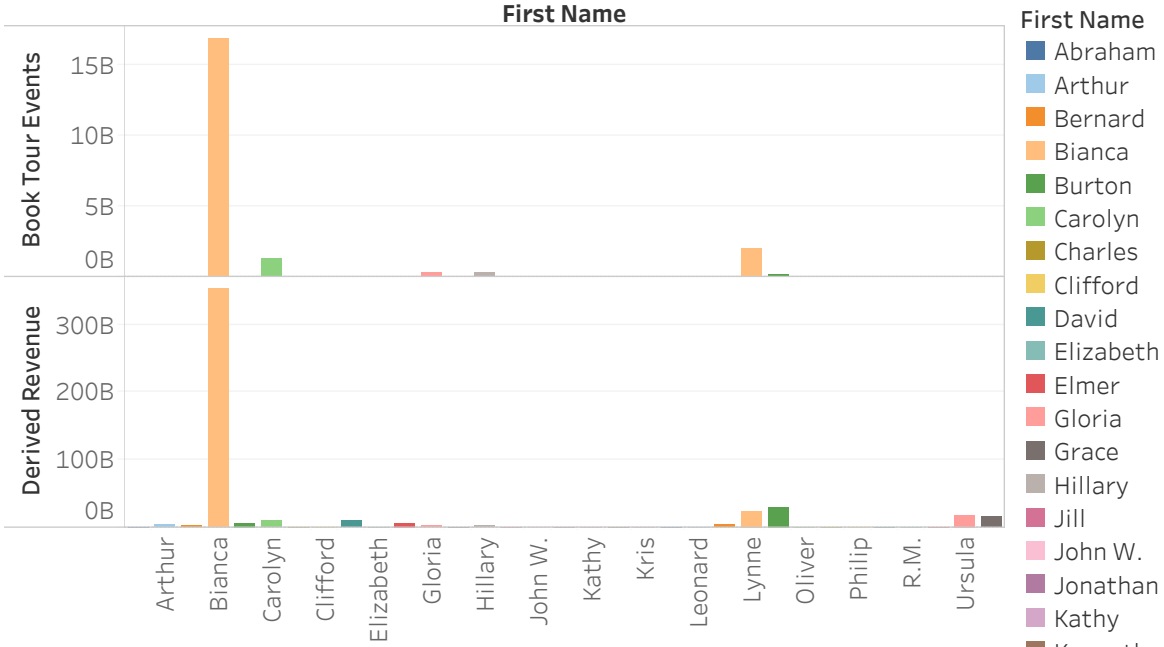
Reader Ratings Distribution



Done by :Jyothi Mysore sathyanarayan

The trend of count of Rating for Rating (bin). The view is filtered on Rating (bin), which keeps non-Null values only.

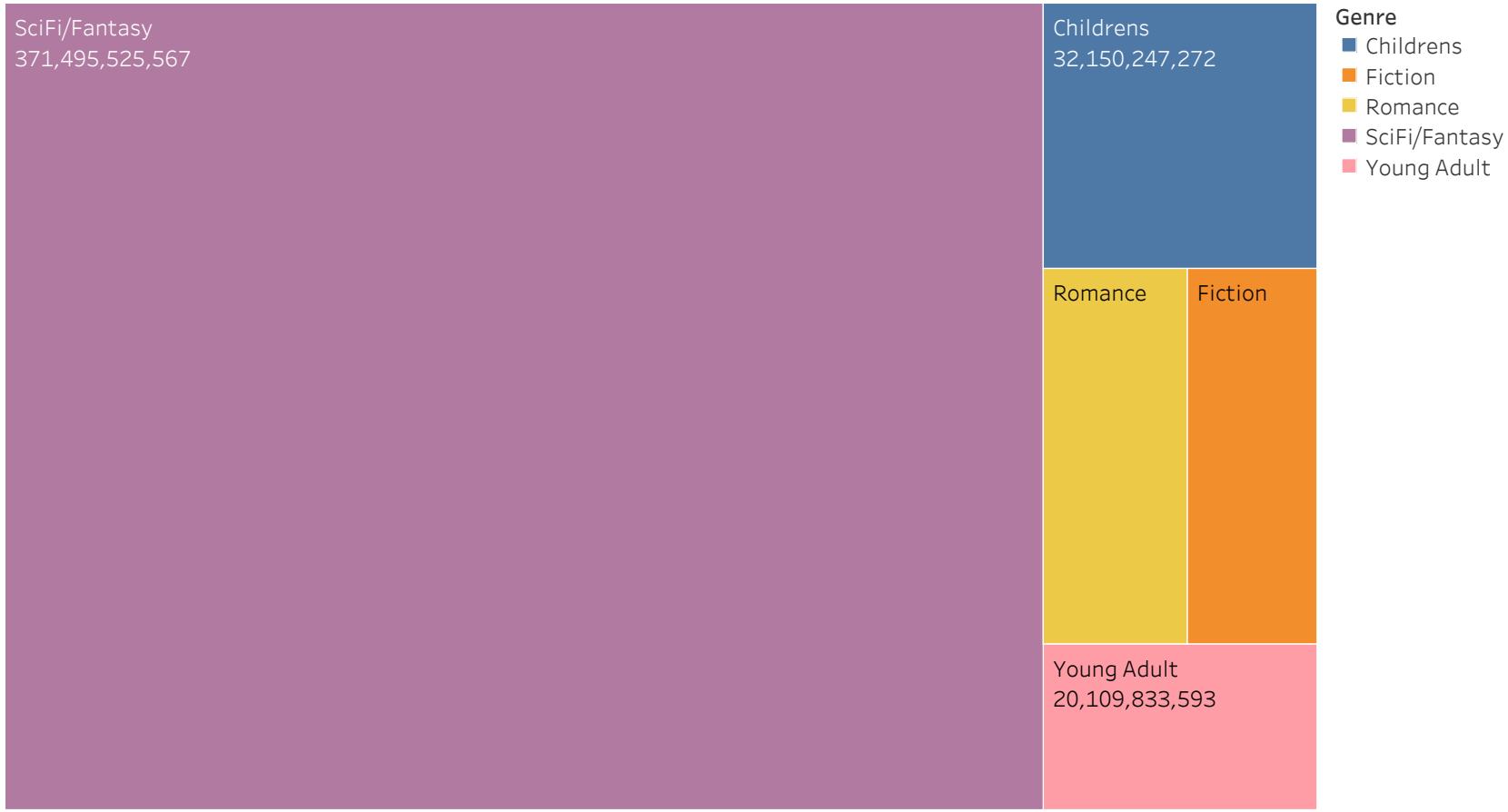
Book Tour Events Impact



Done by :Jyothi Mysore sathyanarayan

Sum of Book Tour Events and sum of Derived Revenue for each First Name. Color shows details about First Name. The data is filtered on Genre, which keeps 8 of 8 members. The view is filtered on sum of Derived Revenue, which keeps non-Null values only.

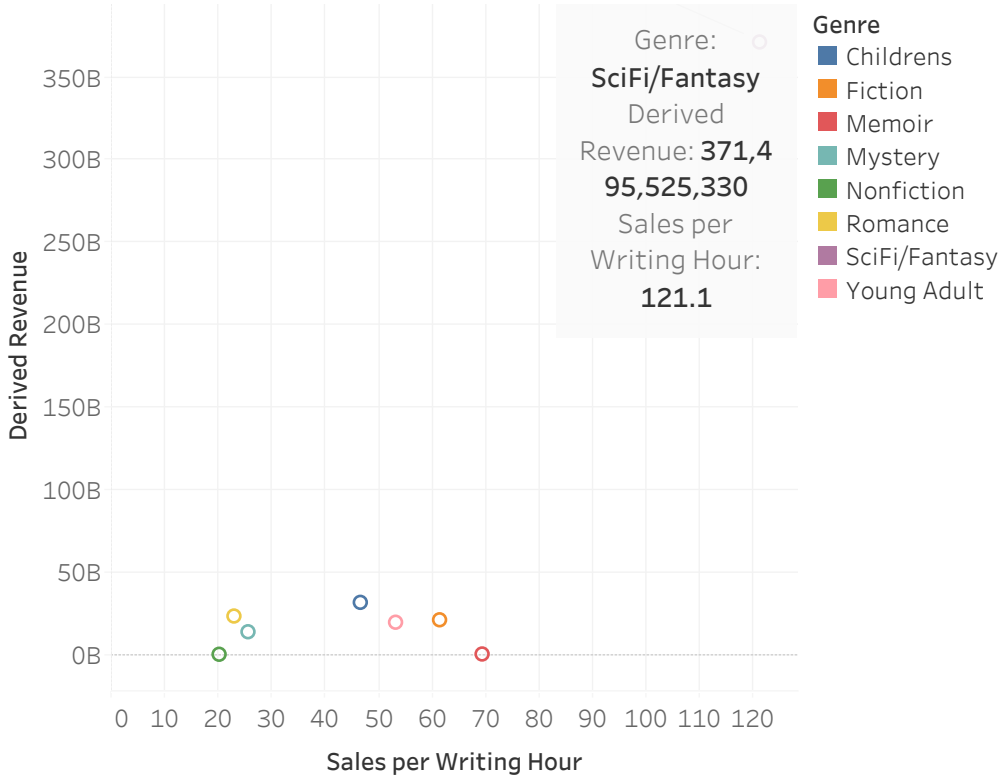
Top Performing Genres



Done by :Jyothi Mysore sathyanarayan

Genre and sum of Derived Revenue. Color shows details about Genre. Size shows sum of Derived Revenue. The marks are labeled by Genre and sum of Derived Revenue. Details are shown for Genre. The data is filtered on Top 5 Genres by Revenue and First Name. The Top 5 Genres by Revenue filter keeps 5 members. The First Name filter keeps 23 of 40 members.

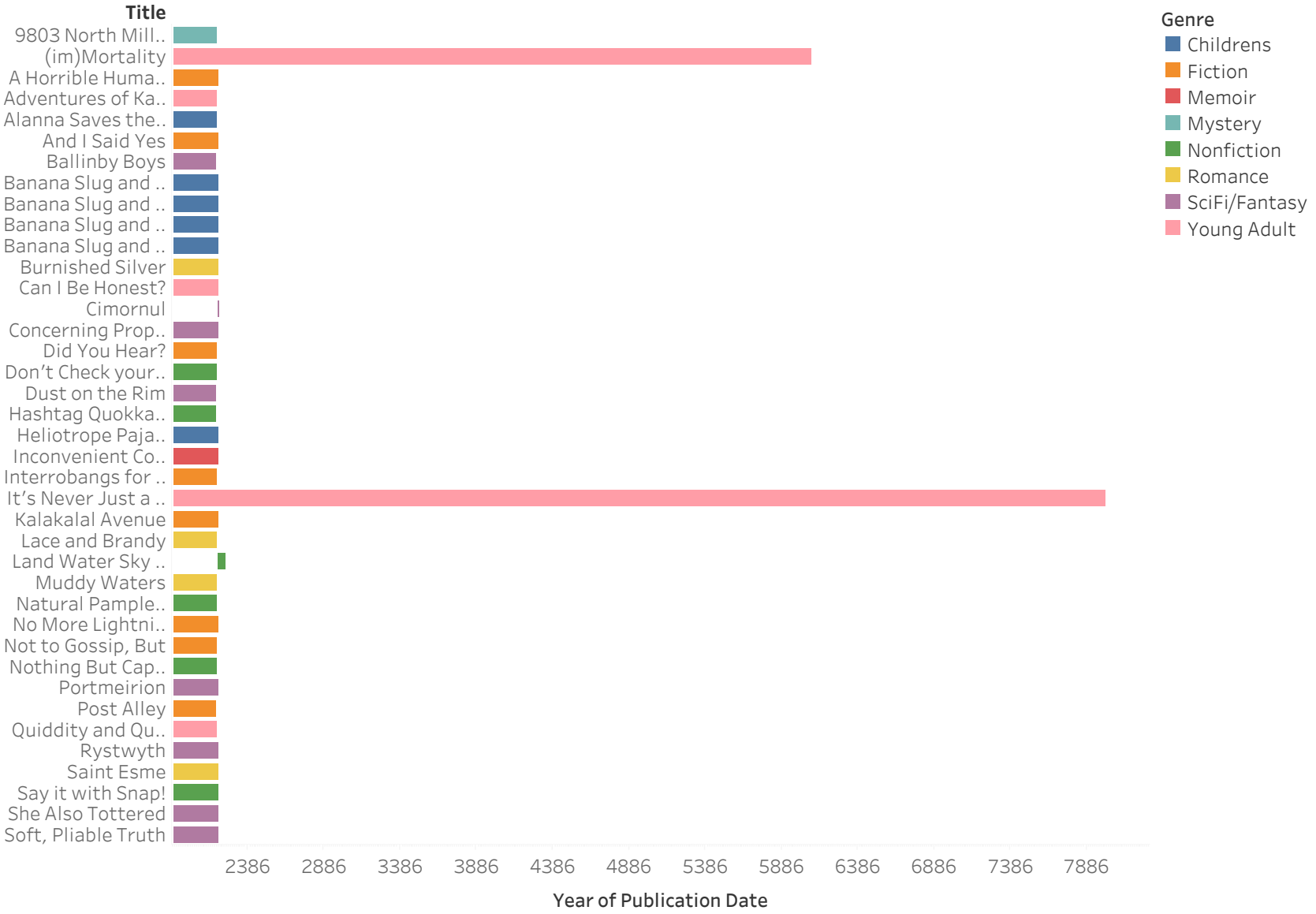
Writing Hours vs. Sales



Done by :Jyothi Mysore sathyanarayan

Sales per Writing Hour vs. sum of Derived Revenue. Color shows details about Genre.

Books Published Timeline



Done by :Jyothi Mysore sathyanarayan

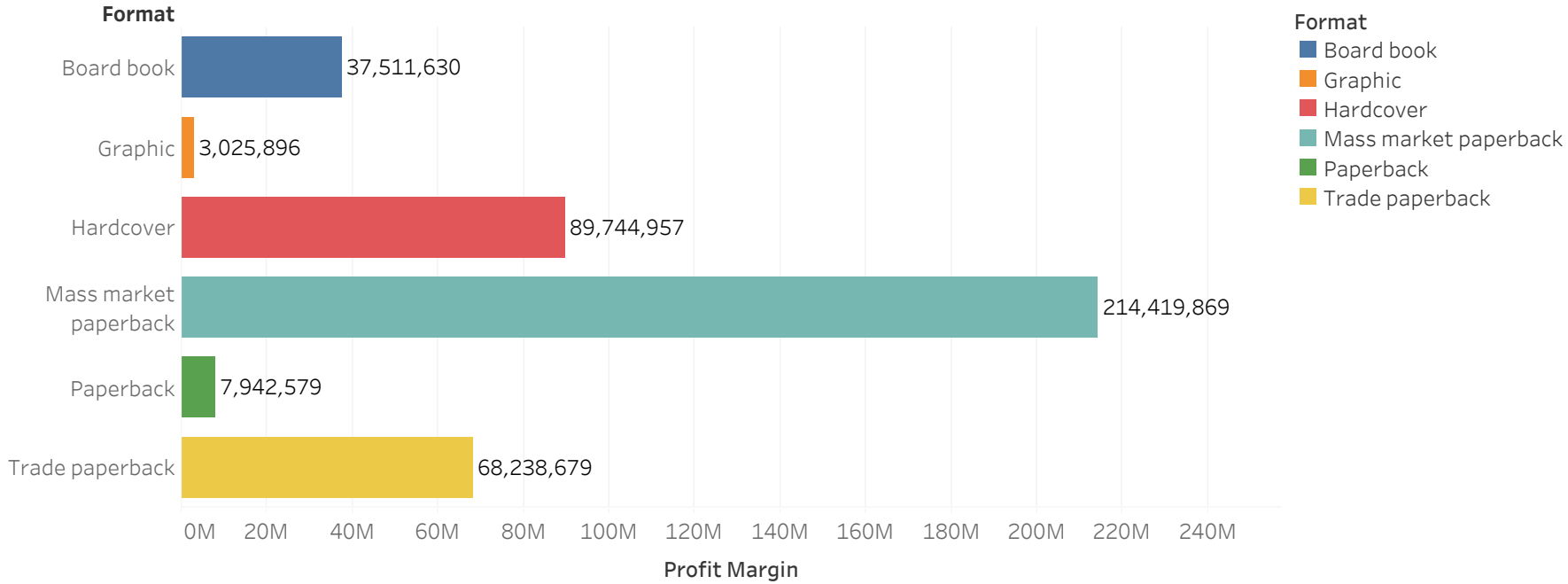
Publication Date Year for each Title. Color shows details about Genre. Size shows sum of Derived Revenue. The view is filtered on Publication Date Year, which keeps non-Null values only.

Books Published Timeline

Done by :Jyothi Mysore sathyanarayan

Publication Date Year for each Title. Color shows details about Genre. Size shows sum of Derived Revenue. The view is filtered on Publication Date Year, which keeps non-Null values only.

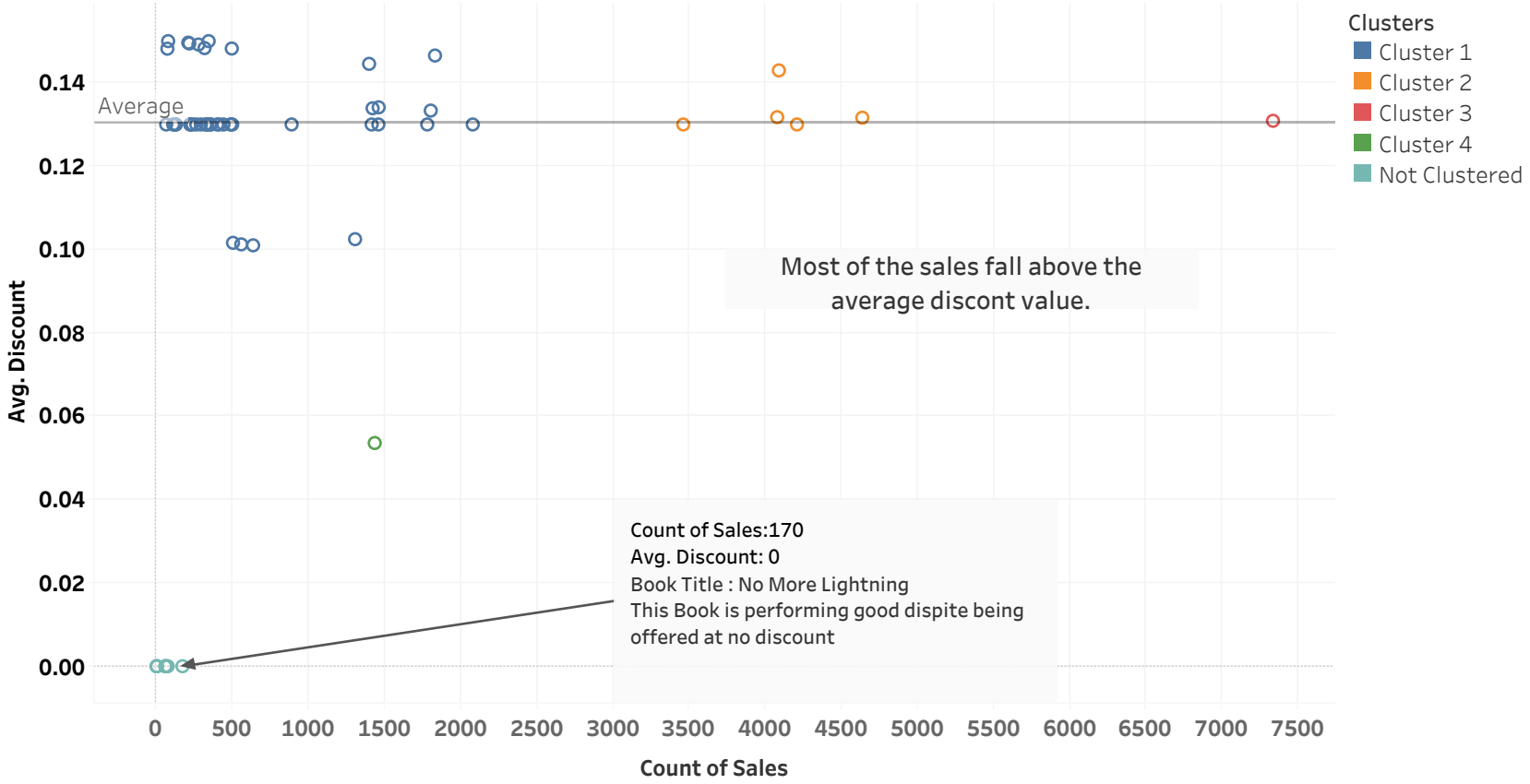
Profitability by Format



Done by :Jyothi Mysore sathyanarayan

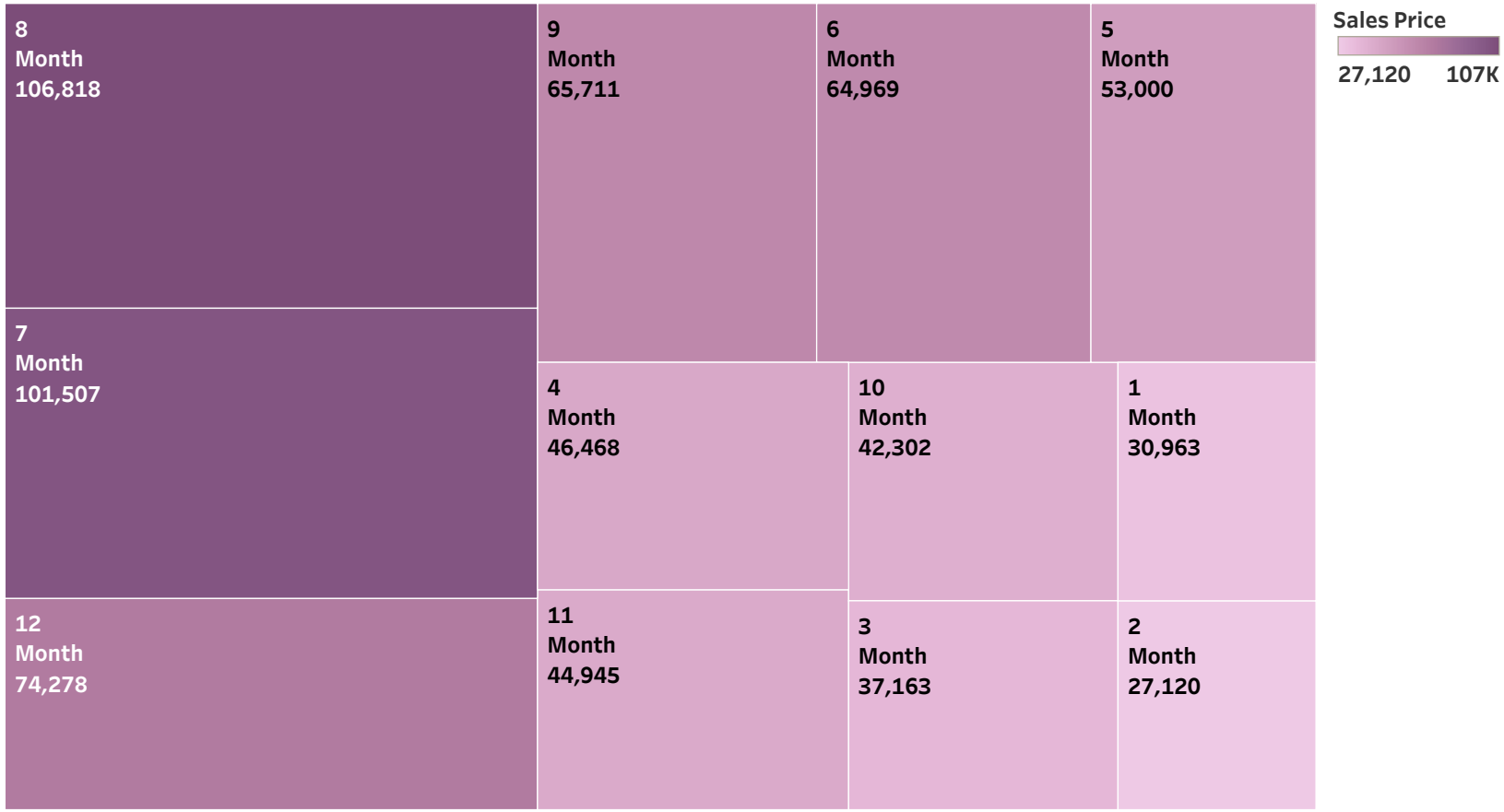
Sum of Profit Margin for each Format. Color shows details about Format. The marks are labeled by sum of Profit Margin . The view is filtered on sum of Profit Margin , which keeps non-Null values only.

Correlation between Sales & Discount



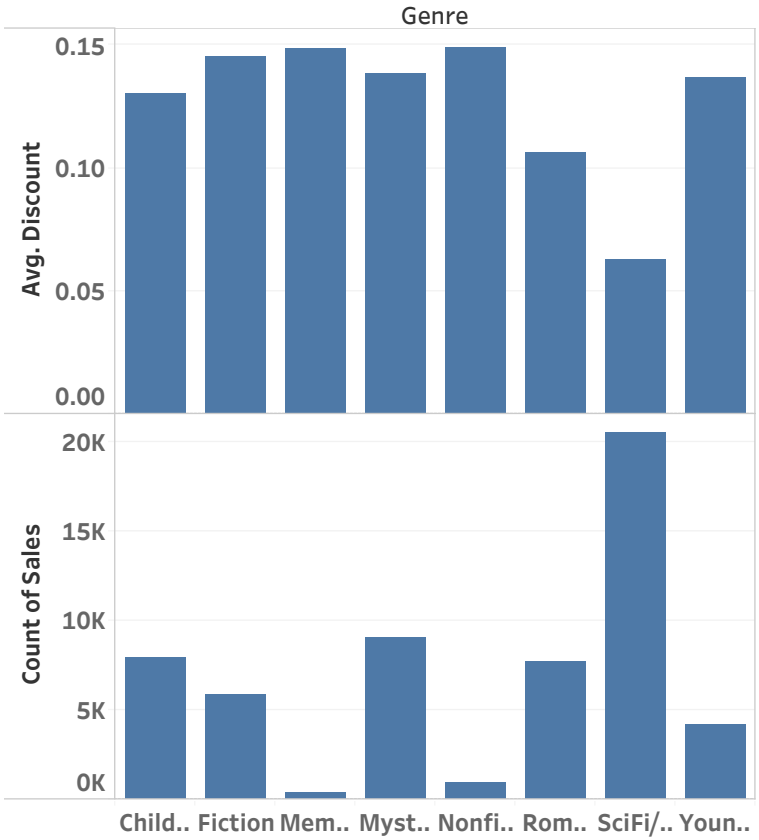
Count of Sales vs. average of Discount. Color shows details about Clusters. Details are shown for Book ID and Title.

Sales Trend at different Date Levels



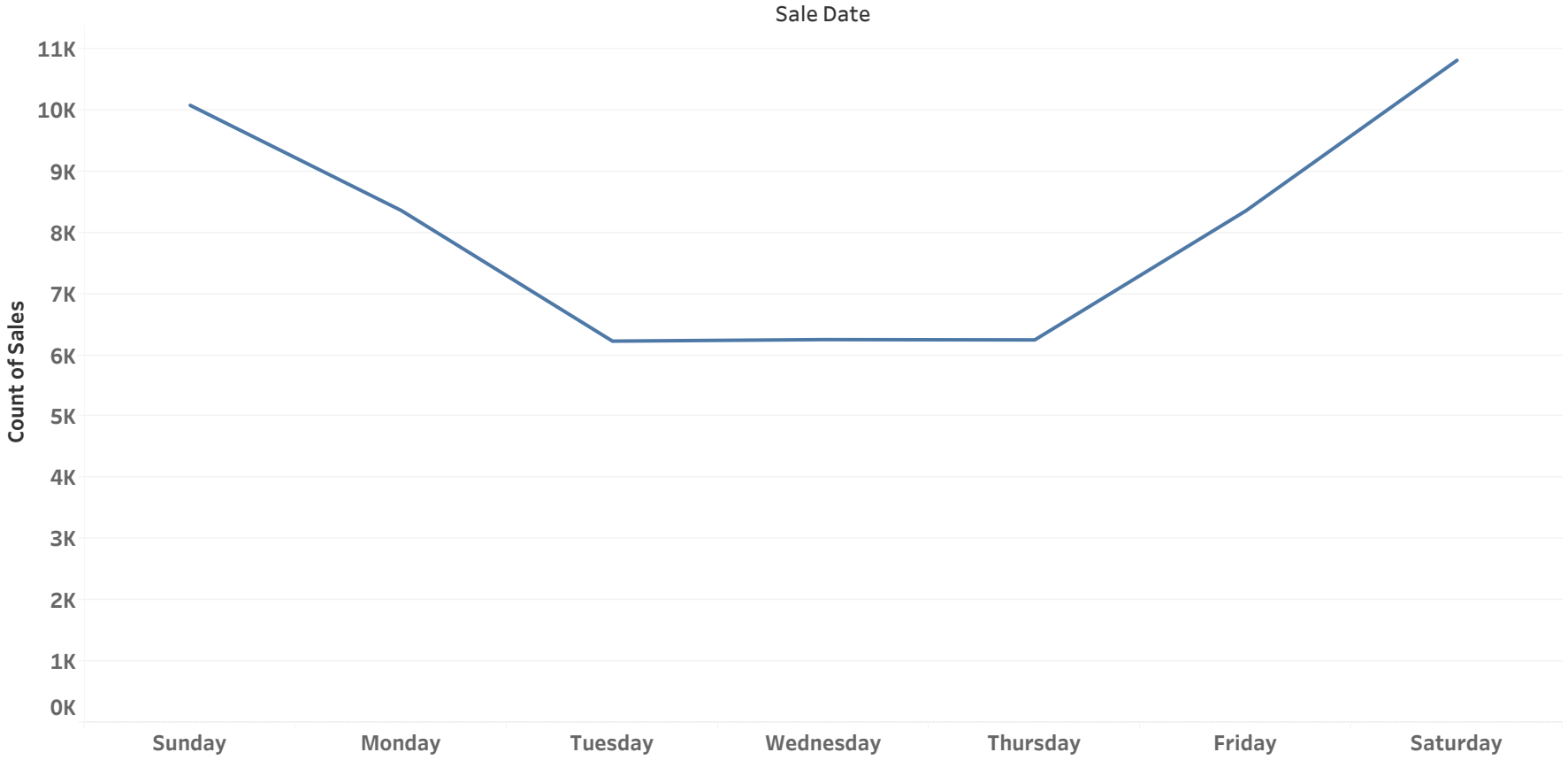
Date Level, Date Level (Parameters) and sum of Sales Price. Color shows sum of Sales Price. Size shows sum of Sales Price. The marks are labeled by Date Level, Date Level (Parameters) and sum of Sales Price.

Sales and Discount by Genre



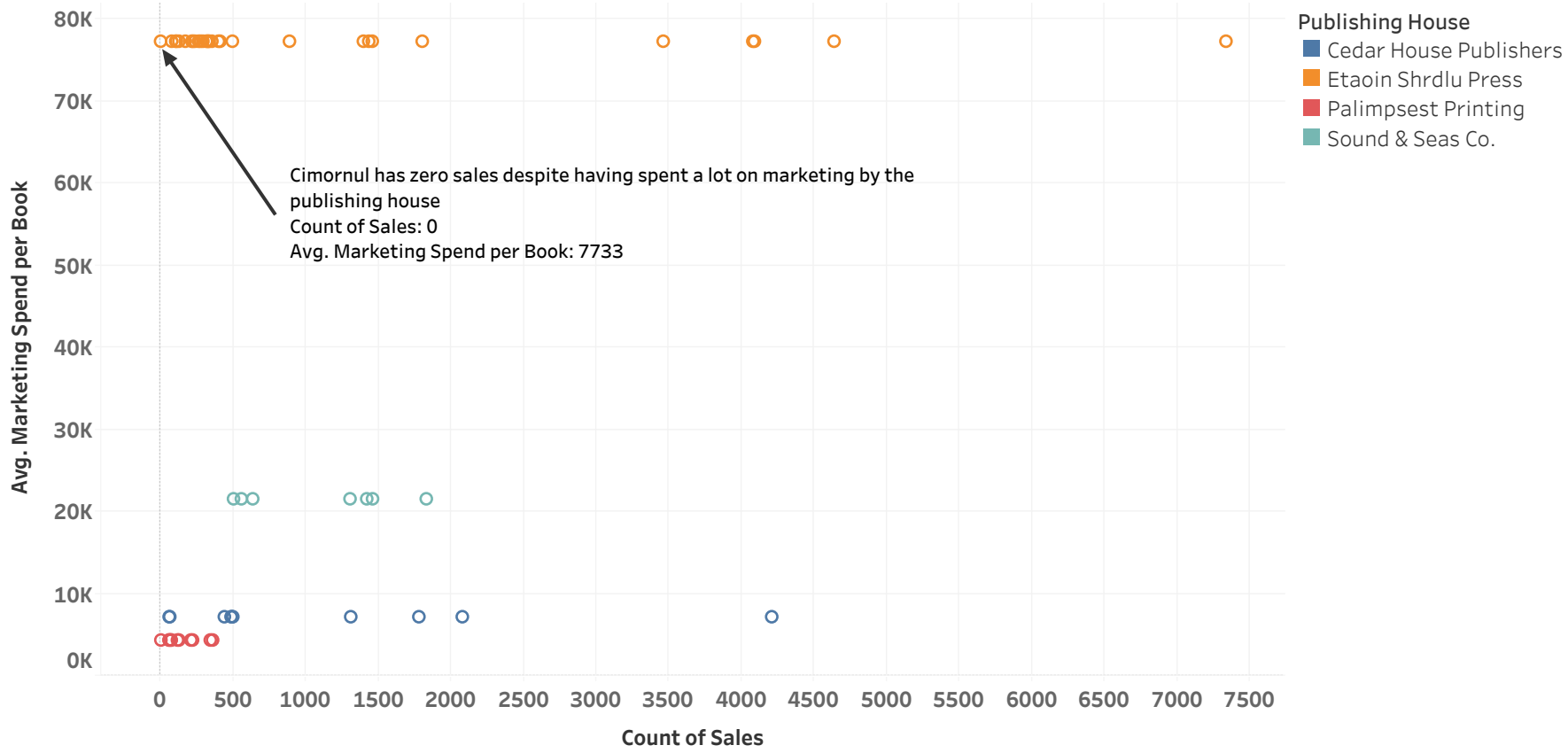
Average of Discount and count of Sales for each Genre.

Sales aggregated over weekdays



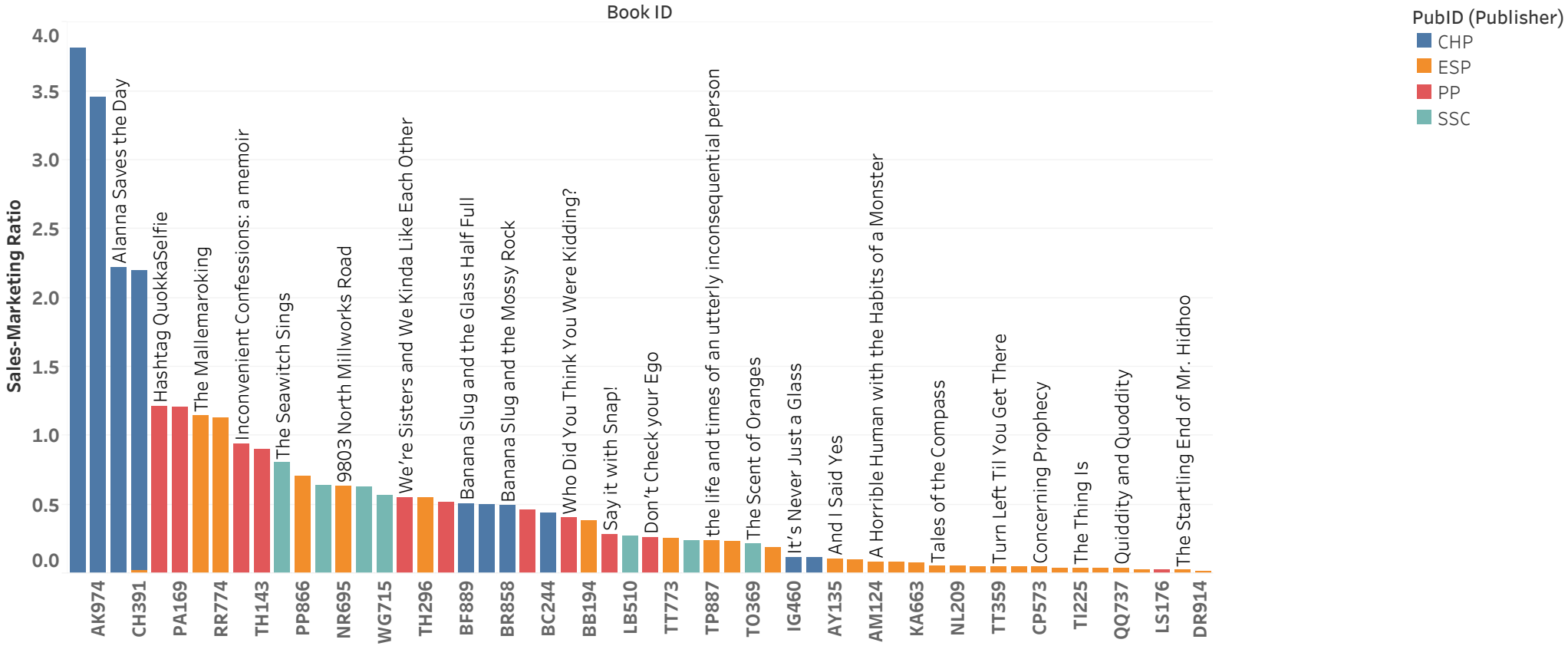
The trend of count of Sales for Sale Date Weekday.

Correlation between Marketing Spends & Sales



Count of Sales vs. average of Marketing Spend per Book. Color shows details about Publishing House. Details are shown for Book ID and Title.

Books with Less marketing spends but better sales



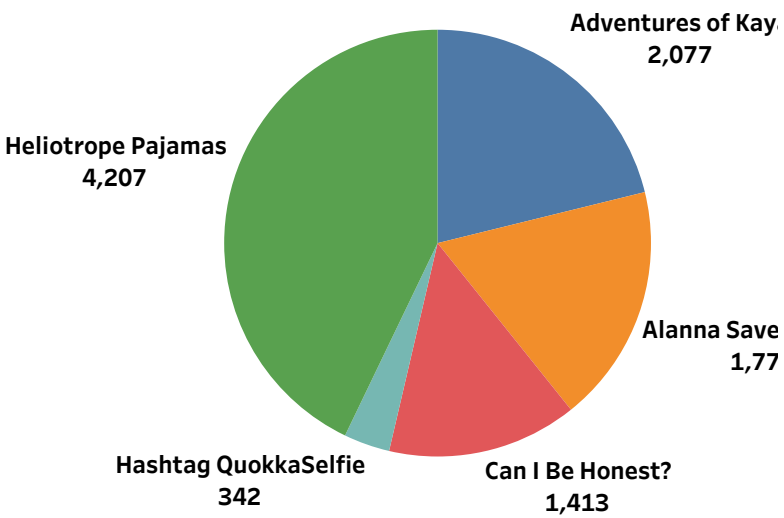
Sum of Sales-Marketing Ratio for each Book ID. Color shows details about PubID (Publisher). The marks are labeled by Title. The view is filtered on sum of Sales-Marketing Ratio, which keeps non-Null values only.

Worst Performing Books by Marketing Spends Ratio with Awards and Ratings

Top 10 worst performing books in .. Title (Aw..		
Concerning Prophecy	Null	3.726
Did You Hear?	Null	3.888
Dust on the Rim	Null	3.947
Land Water Sky Space	Null	4.326
Not to Gossip, But	Null	3.942
Quiddity and Quoddity	Null	3.951
She Also Tottered	Null	4.089
Soft, Pliable Truth	Null	2.893
The Startling End of Mr. Hidhoo	Null	4.370
The Thing Is	Null	4.327

Average of Rating broken down by Top 10 worst performing books in terms of sales-marketing spend ratio and Title (Award). The view is filtered on Top 10 worst performing books in terms of sales-marketing spend ratio, which keeps 10 members.

Sales Distribution of Best Performing Books

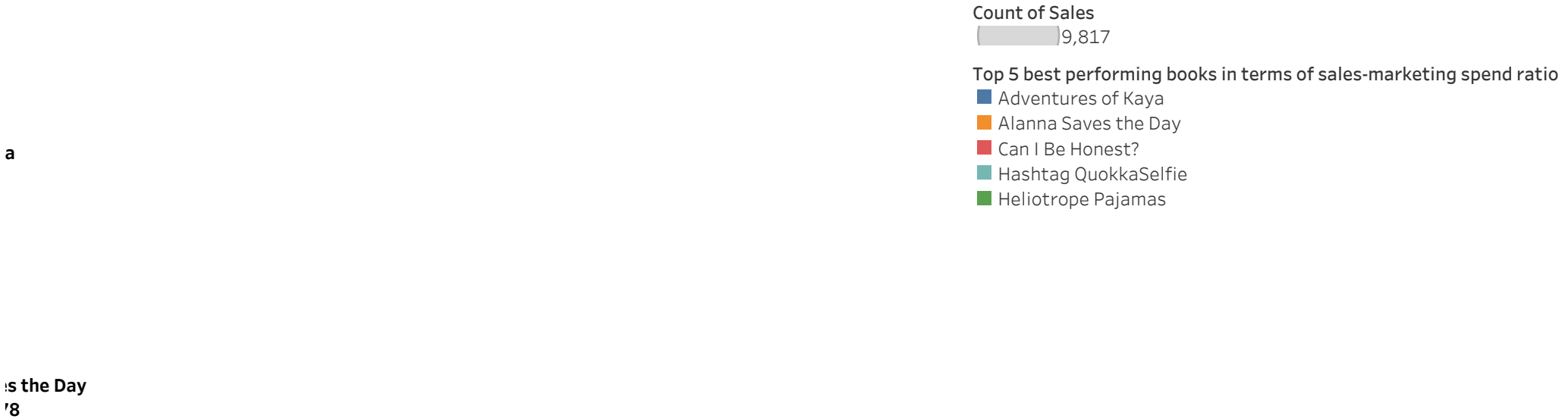


Count of Sales
9,817

Top 5 best performing books in terms of sales-marketing spend ratio
- Adventures of Kaya
- Alanna Saves the Day
- Can I Be Honest?
- Hashtag QuokkaSelfie
- Heliotrope Pajamas

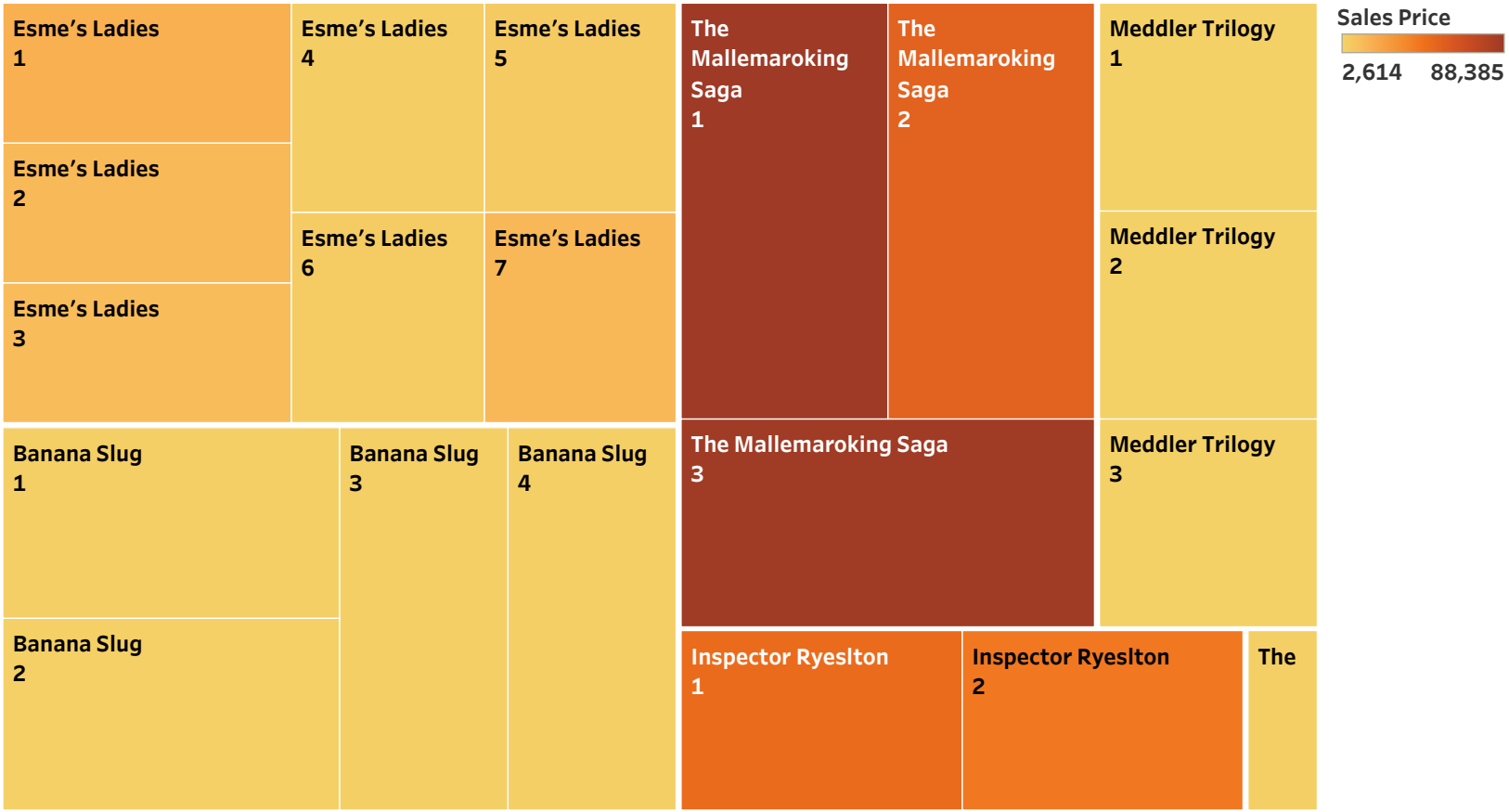
Top 5 best performing books in terms of sales-marketing spend ratio and count of Sales. Color shows details about Top 5 best performing books in terms of sales-marketing spend ratio. Size shows count of Sales. The marks are labeled by Top 5 best performing books in terms of sales-marketing spend ratio and count of Sales. The view is filtered on Top 5 best performing books in terms of sales-marketing spend ratio, which keeps 5 members.

Sales Distribution of Best Performing Books



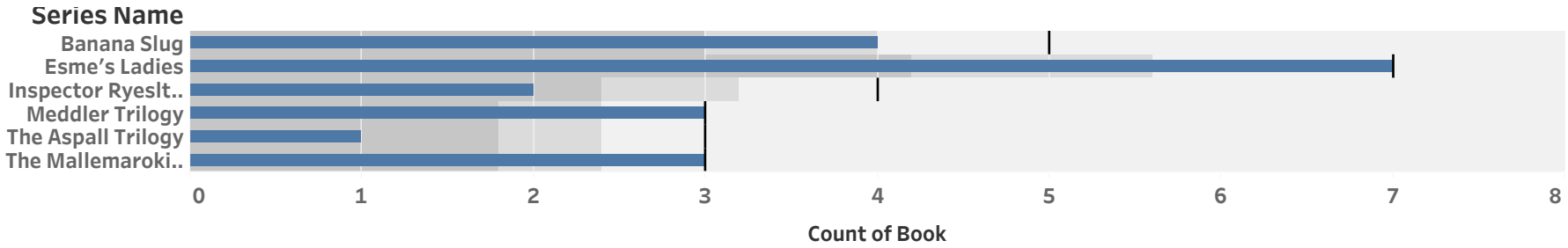
Top 5 best performing books in terms of sales-marketing spend ratio and count of Sales. Color shows details about Top 5 best performing books in terms of sales-marketing spend ratio. Size shows count of Sales. The marks are labeled by Top 5 best performing books in terms of sales-marketing spend ratio and count of Sales. The view is filtered on Top 5 best performing books in terms of sales-marketing spend ratio, which keeps 5 members.

Sale Distribution by Series and Volume



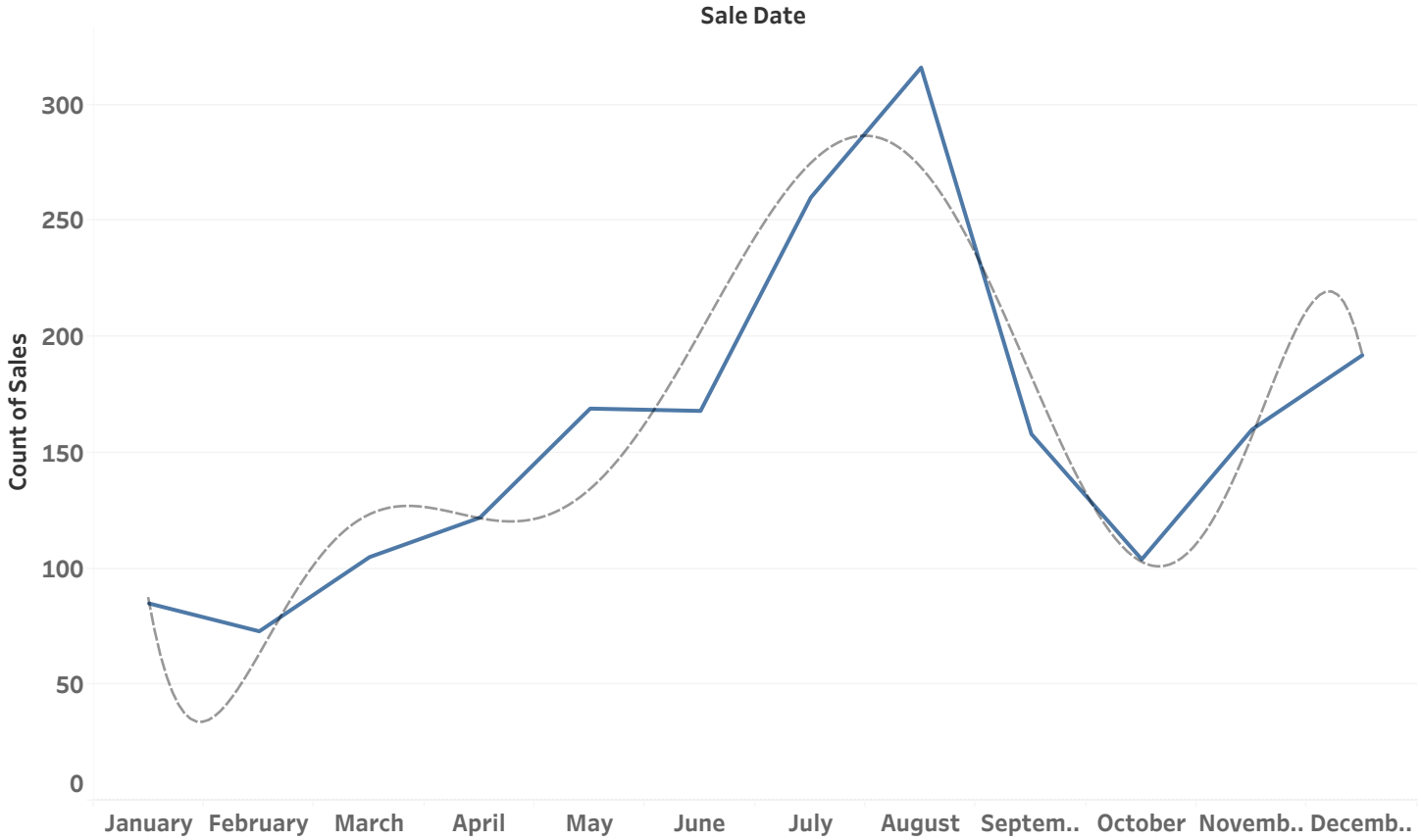
Series Name and Volume Number. Color shows sum of Sales Price. Size shows sum of Book Tour Events. The marks are labeled by Series Name and Volume Number. The view is filtered on Series Name, which excludes Null.

Planned Volumes to Published Volumes



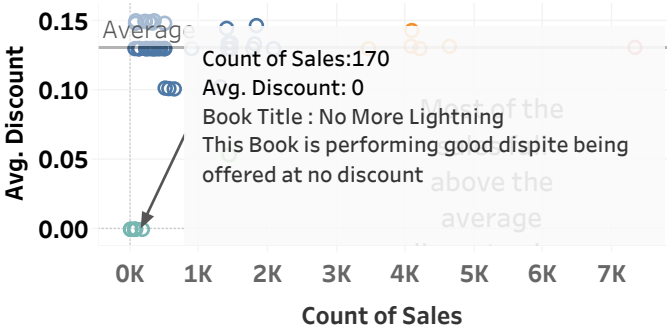
Count of Book for each Series Name. The view is filtered on Series Name, which excludes Null.

Trend Lines for Sales By Series

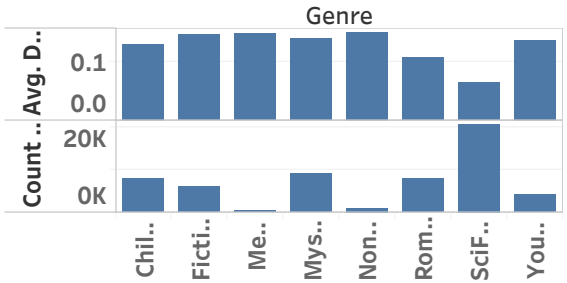


The trend of count of Sales for Sale Date Month. The data is filtered on Series Name Filter, which keeps True.

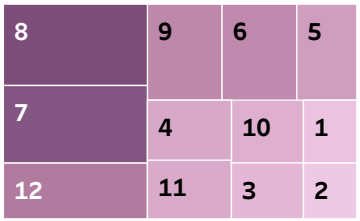
Correlation between Sales & Discount



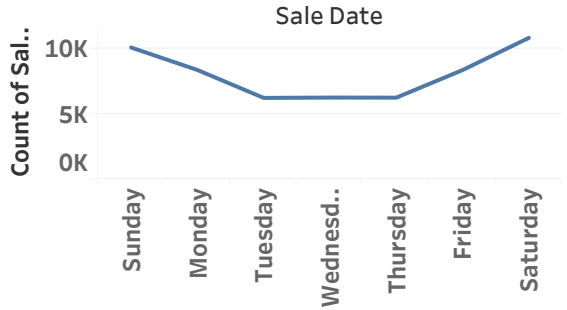
Sales and Discount by Genre



Sales Trend at different Date Levels



Sales aggregated over weekdays



Sales Price

27,120 107K

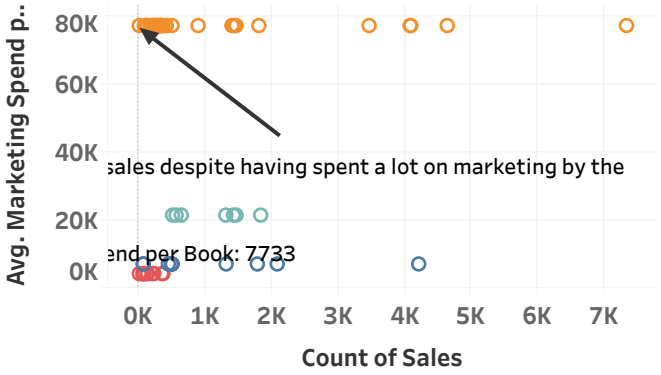
Date Level

Month

Clusters

Cluster 1 Cluster 2

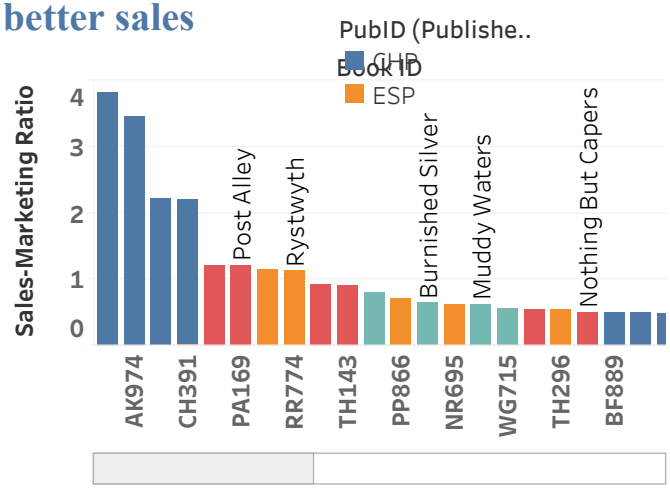
Correlation between Marketing Spends & Sales



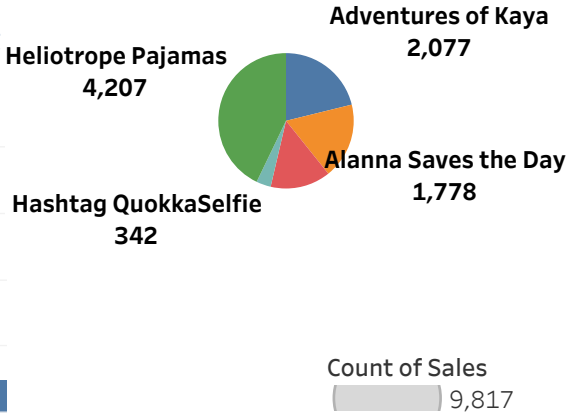
Worst Performing Books by Marketing Spends Ratio with Awards and Ratings

Top 10 worst performing books in ..	Tit
Concerning Prophecy	Nu
Did You Hear?	Nu
Dust on the Rim	Nu
Land Water Sky Space	Nu
Not to Gossip, But	Nu

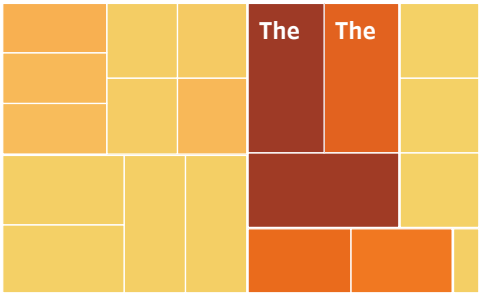
Books with Less marketing spends but better sales



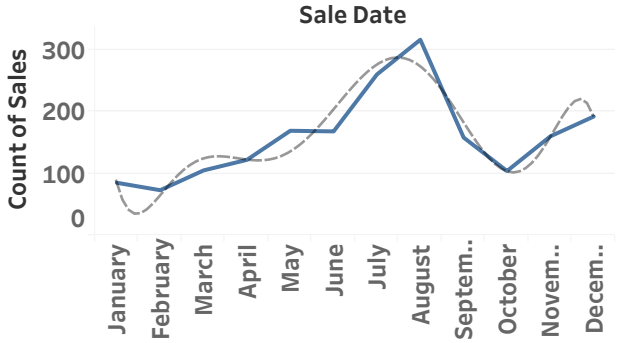
Sales Distribution of Best Performing Books



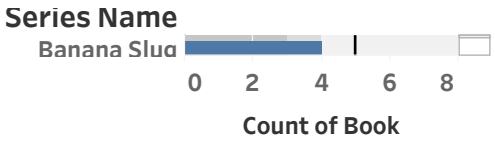
Sale Distribution by Series and Volume



Trend Lines for Sales By Series

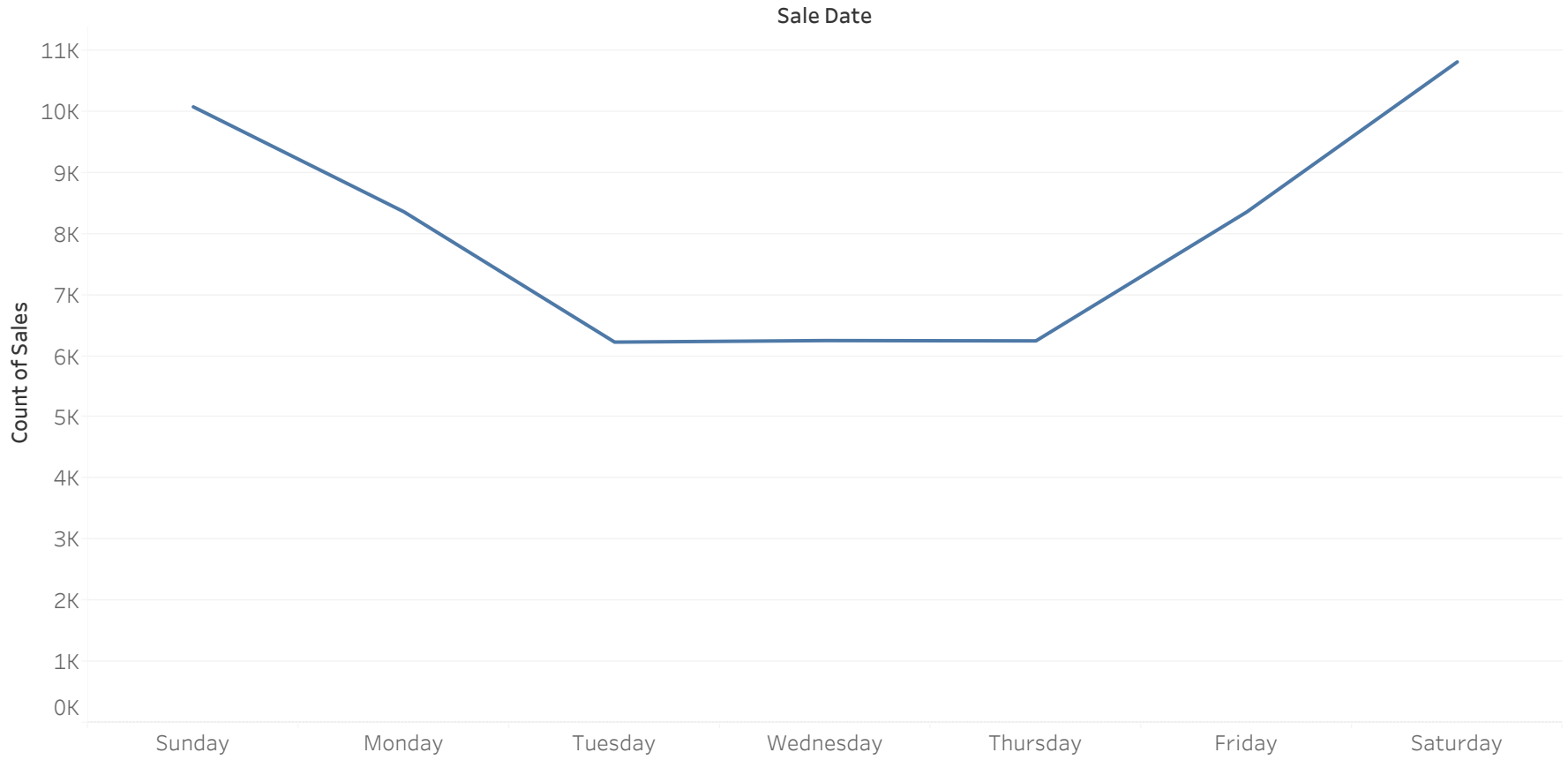


Planned Volumes to Published Volumes



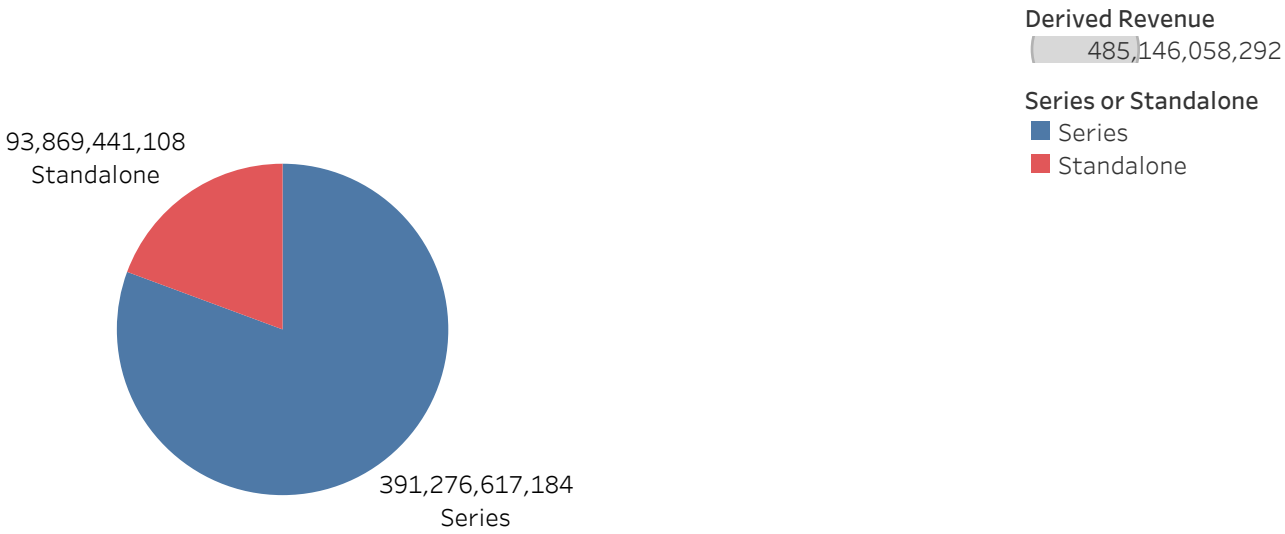
Series Parameter
Banana Slug

Sale By Weekday



The trend of count of Sales for Sale Date Weekday. The data is filtered on Tooltip (Date Level), which keeps 12 members.

Series Contribution to Total Sales



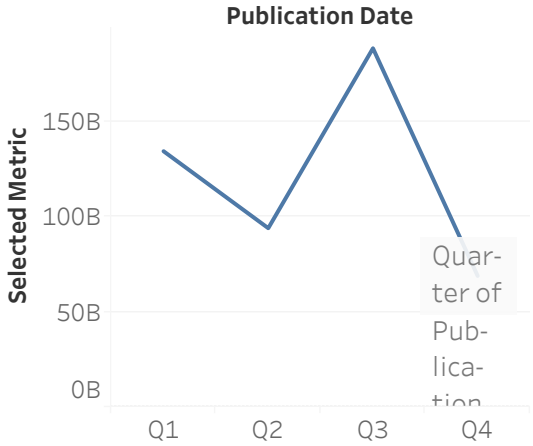
Done by :Jyothi Mysore sathyanarayan

Sum of Derived Revenue and Series or Standalone. Color shows details about Series or Standalone. Size shows sum of Derived Revenue. The marks are labeled by sum of Derived Revenue and Series or Standalone. The data is filtered on Genre, which keeps 8 of 8 members.

Books Published by Author

Genre	Title	
Childre..	Alanna Saves th..	1,810,692,4
	Banana Slug and..	427,561,8
	Banana Slug and..	428,511,8
	Banana Slug and..	567,985,1
	Banana Slug and..	838,886,8
	Heliotrope Paja..	28,076,609,0
Fiction	A Horrible Huma..	72,437,8
	And I Said Yes	1,586,642,5
	Did You Hear?	130,615,7
	Interrobangs for..	988,506,7

Total Sales by Author



Derived Revenue
987 204B

Average Rating
Non-Null Values..

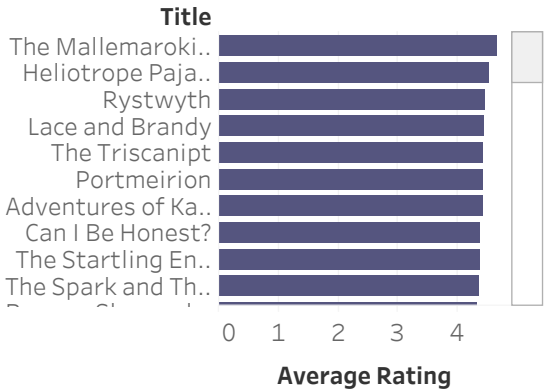
Year Won
Non-Null Values..

Award Name
- Agatha Award
- Caldecott Me..
- Hugo Award
- Man Booker
- National Boo..
- Nebula Award
- Newberry Me..
- PEN/Faulkne..
- Pulitzer
- RITA Award
- World Fantas..
- Young Reade..

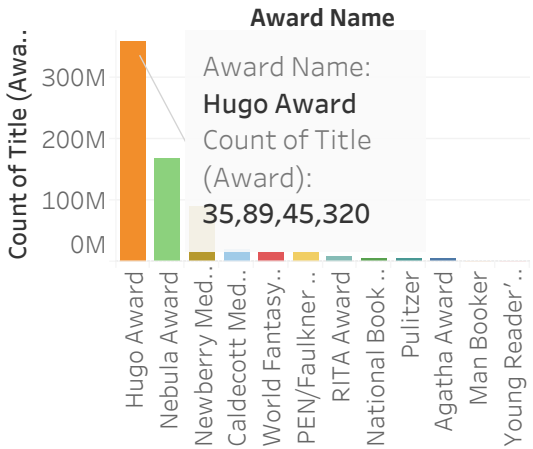
Derived Revenue
Non-Null Values..

Metric Selector
Revenue

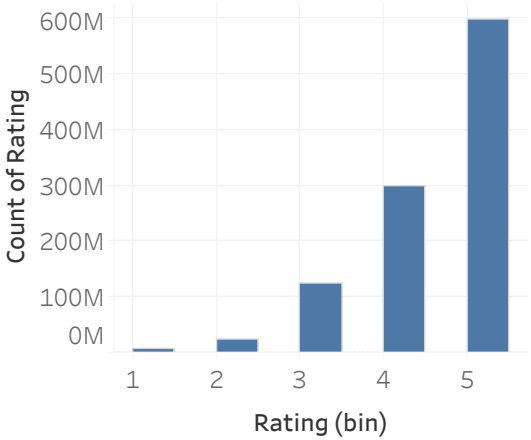
Ratings Summary for Books



Awards Won by Books



Reader Ratings Distribution



Genre
- Childrens
- Fiction
- Memoir
- Mystery
- Nonfiction

First Name
- Abraham
- Arthur
- Bernard
- Bianca
- Burton

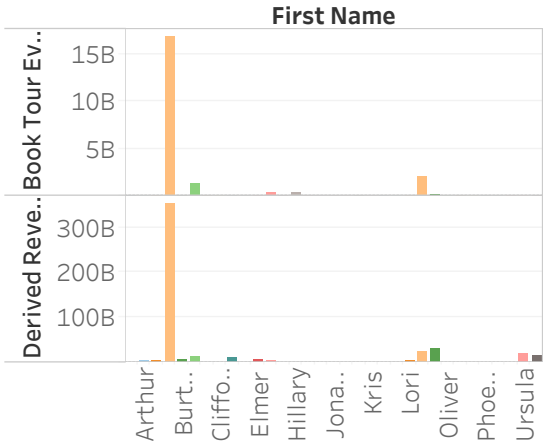
First Name
- Arthur
- Bernard
- Bianca
- Burton
- Charles

Top 5 Genres by ..
- Childrens

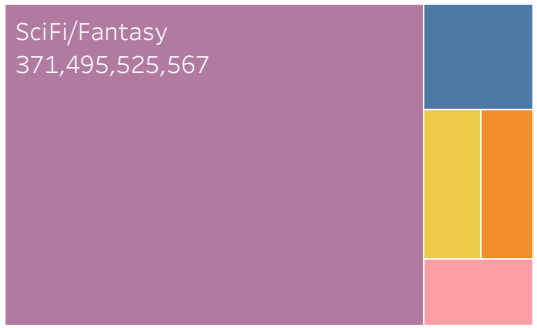
Limit
Top 5 by SUM([Derived Revenue])

Genre
- Childrens
- Fiction
- Romance
- SciFi/Fantasy
- Young Adult

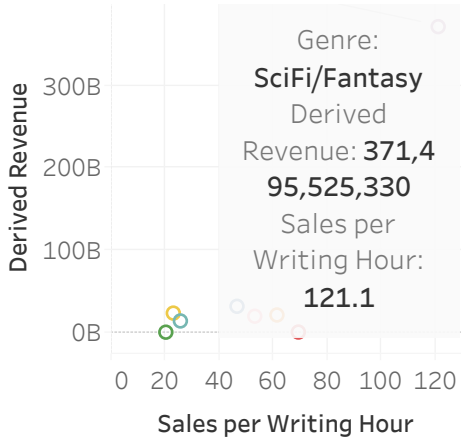
Book Tour Events Impact



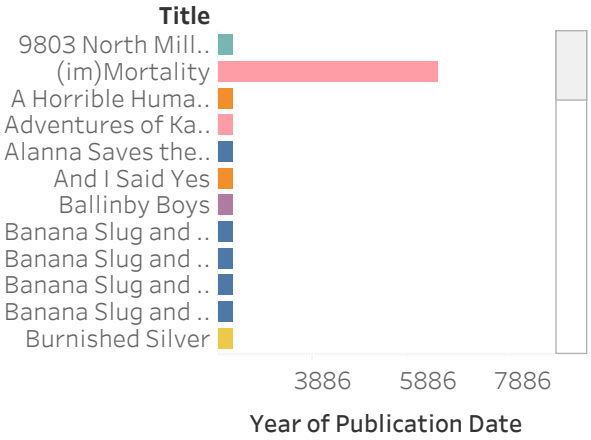
Top Performing Genres

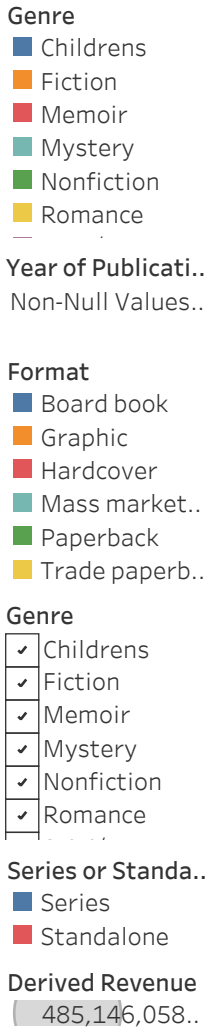


Writing Hours vs. Sales

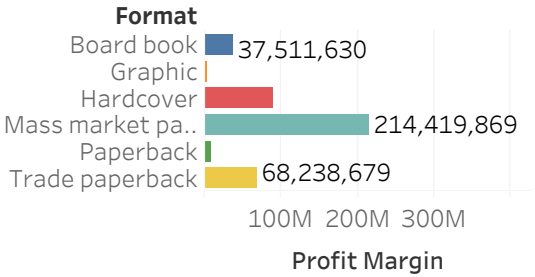


Books Published Timeline

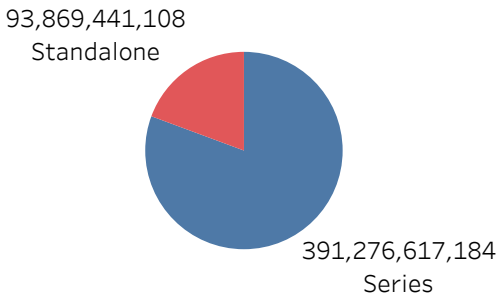




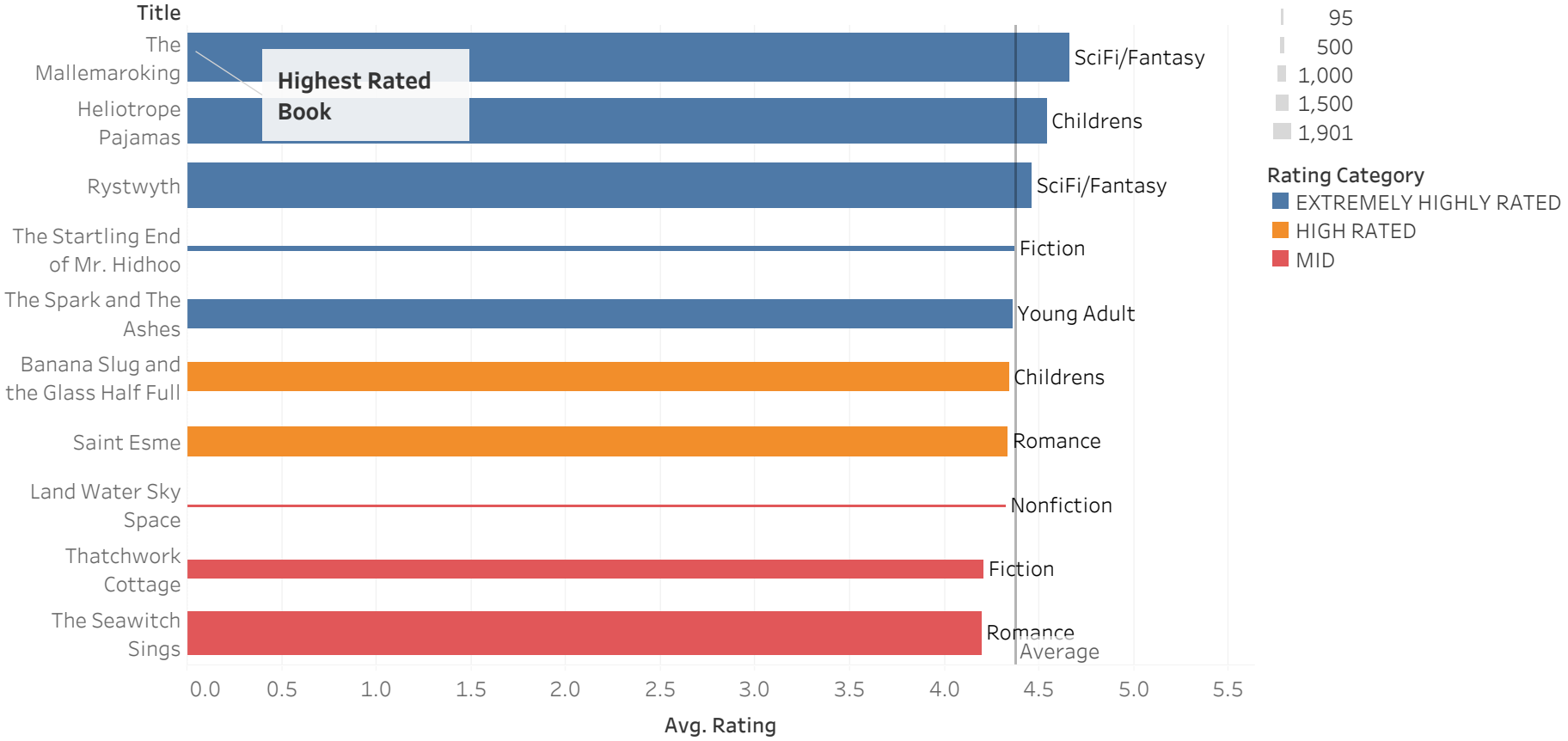
Profitability by Format



Series Contribution to Total Sales

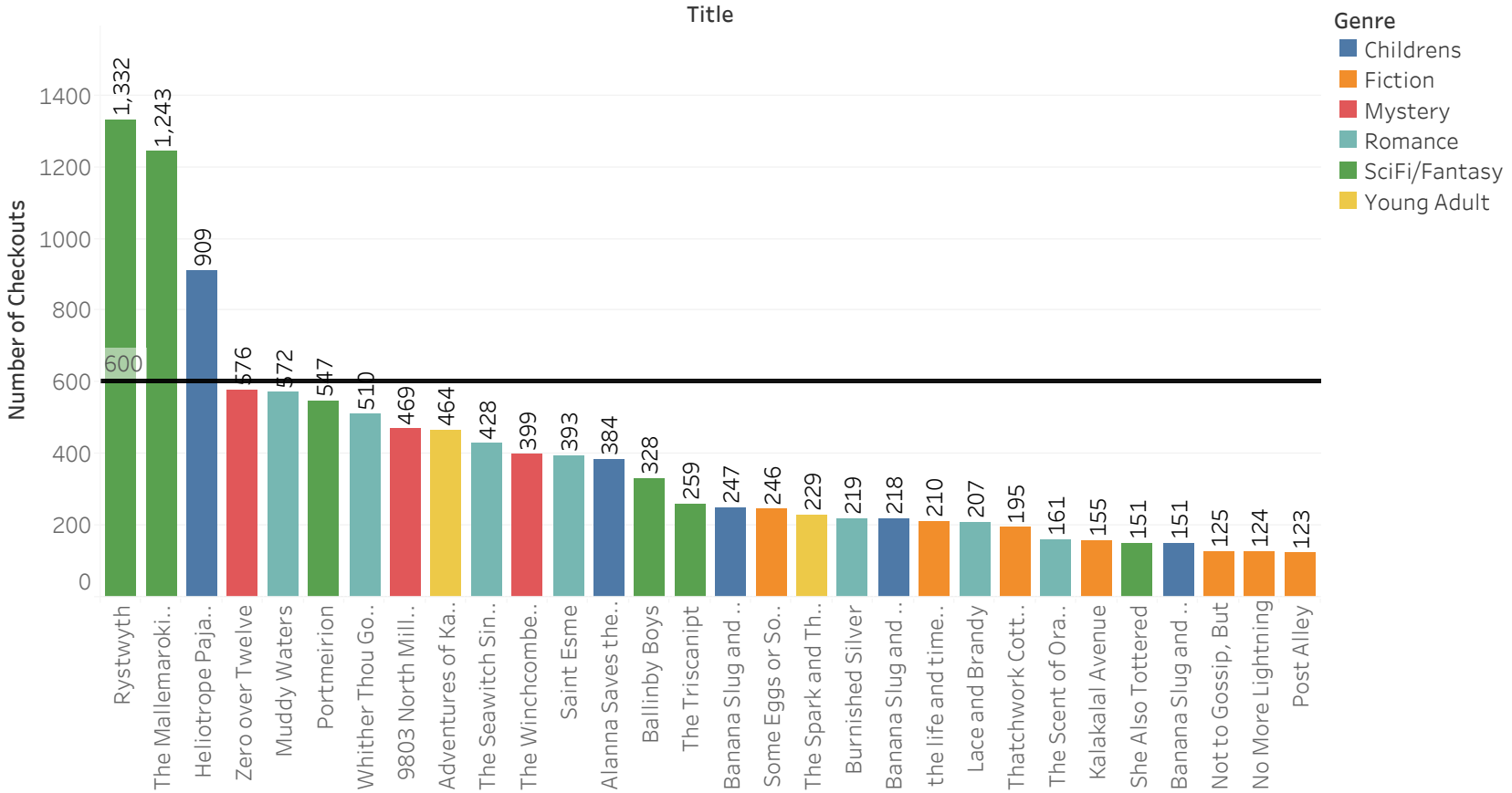


Top 20 Highest Rated books



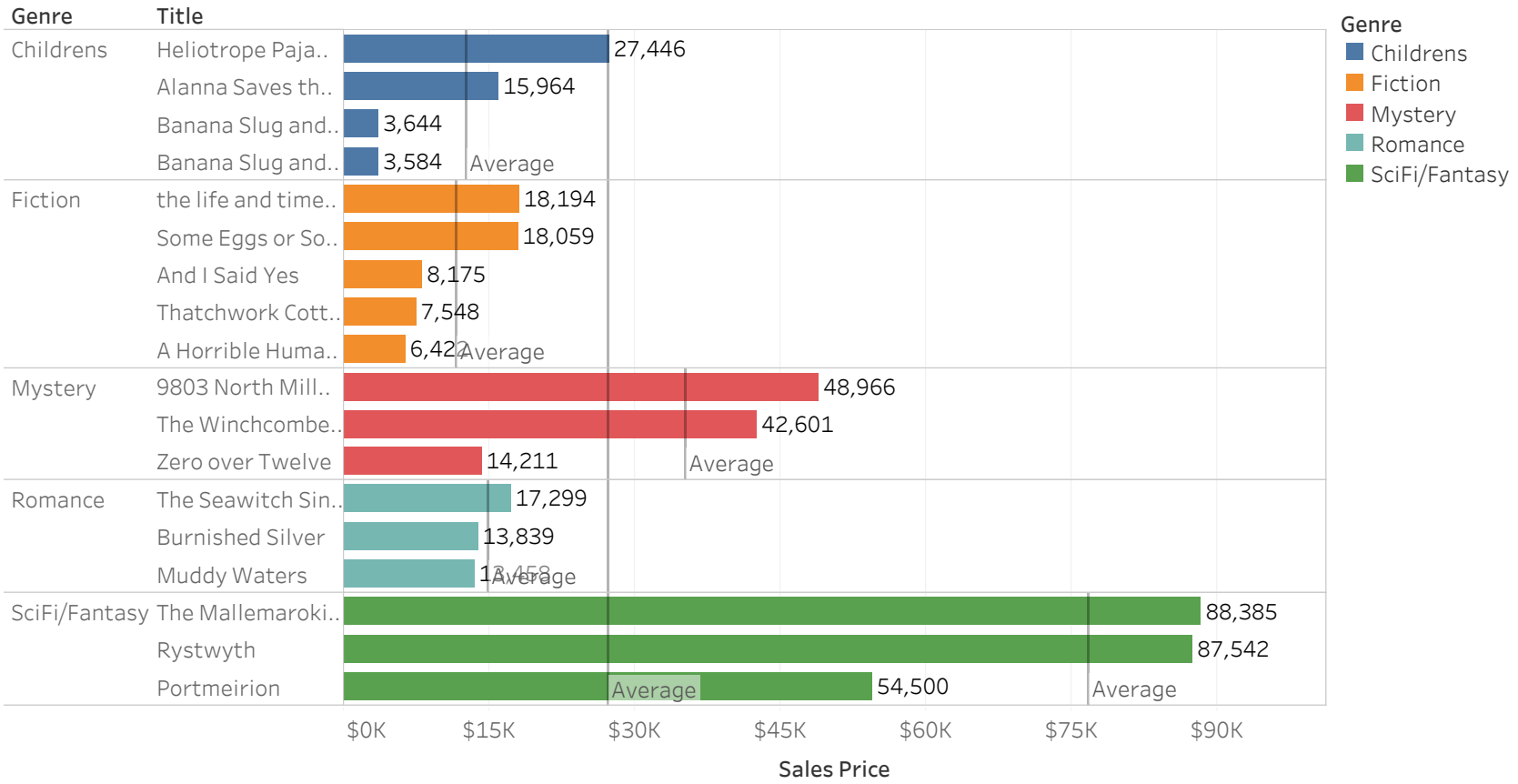
Average of Rating for each Title. Color shows details about Rating Category. Size shows count of Ratings. The marks are labeled by Genre as an attribute. The view is filtered on Title, which has multiple members selected.

30 Popular Books By Checkouts



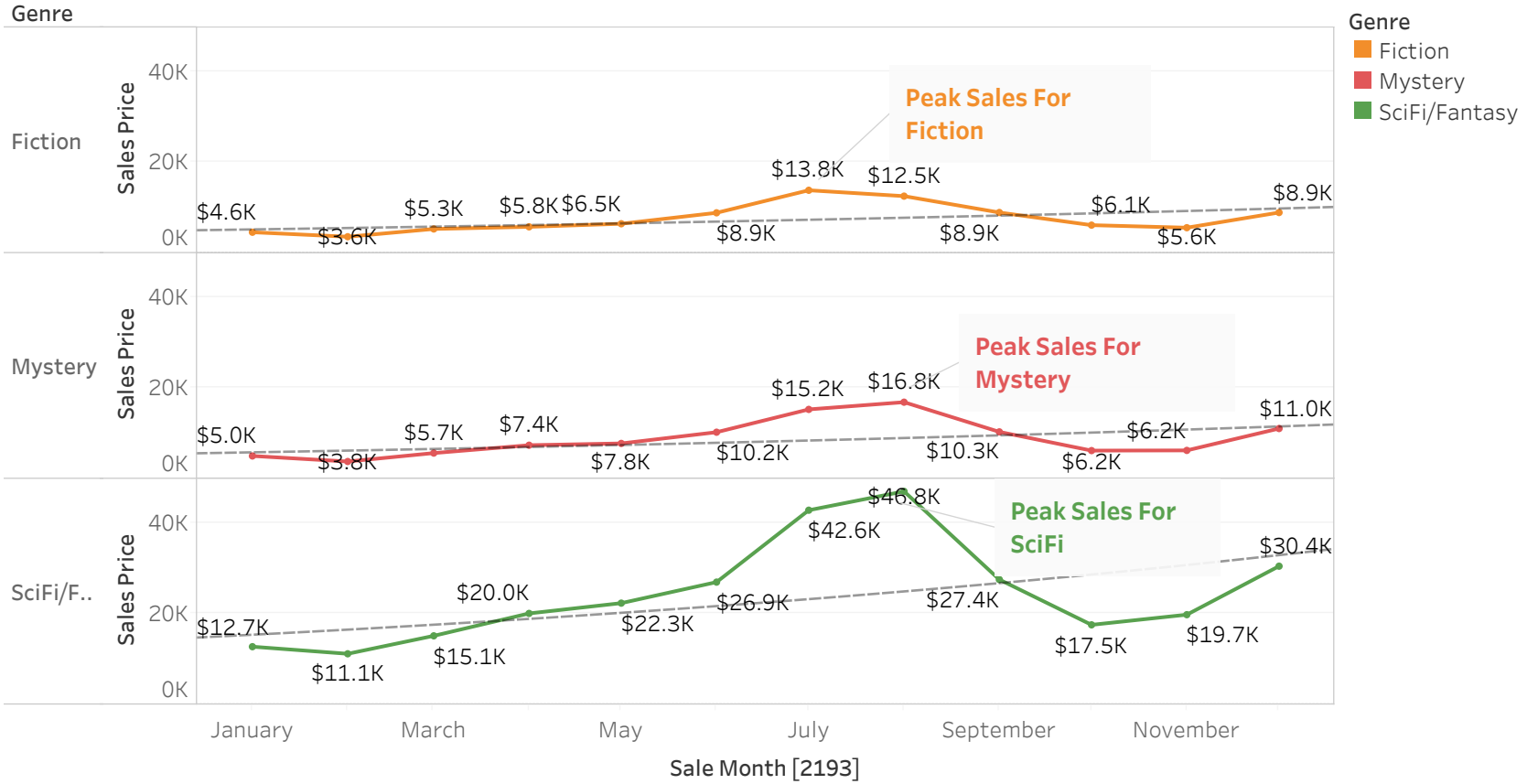
Sum of Number of Checkouts for each Title. Color shows details about Genre. The marks are labeled by sum of Number of Checkouts. The data is filtered on Popular Books CC Fields, which keeps True. The view is filtered on Title and Genre. The Title filter has multiple members selected. The Genre filter keeps 9 of 9 members.

Sales Performance Analysis of Top Books by Genre



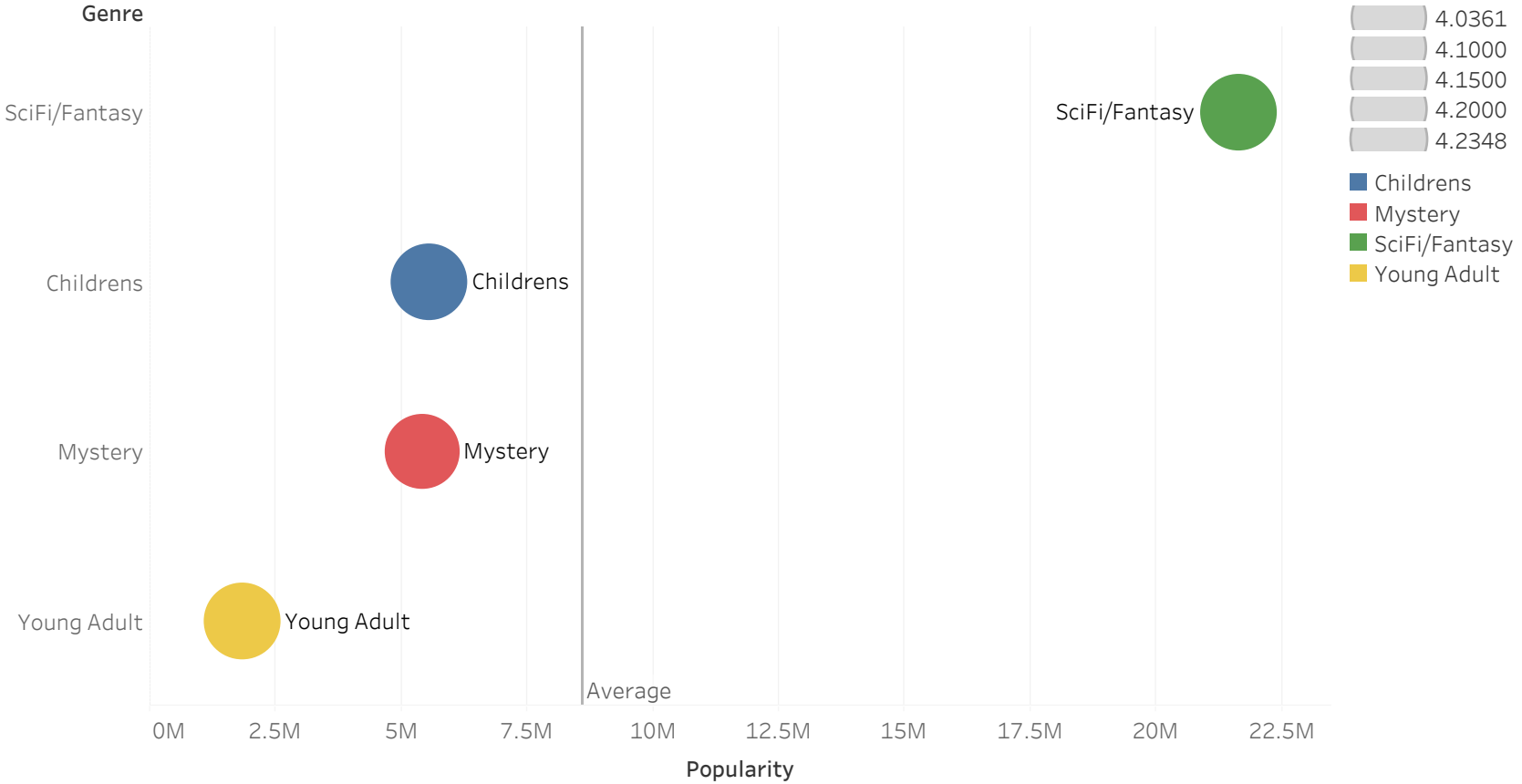
Sum of Sales Price for each Title broken down by Genre. Color shows details about Genre. The marks are labeled by sum of Sales Price. The data is filtered on Tooltip (Genre), which keeps 9 members. The view is filtered on Genre, Title and sum of Sales Price. The Genre filter keeps Childrens, Fiction, Mystery, Romance and SciFi/Fantasy. The Title filter keeps 37 members. The sum of Sales Price filter ranges from $1K to $88K.

Top 3 Genres' Monthly Sales Trends



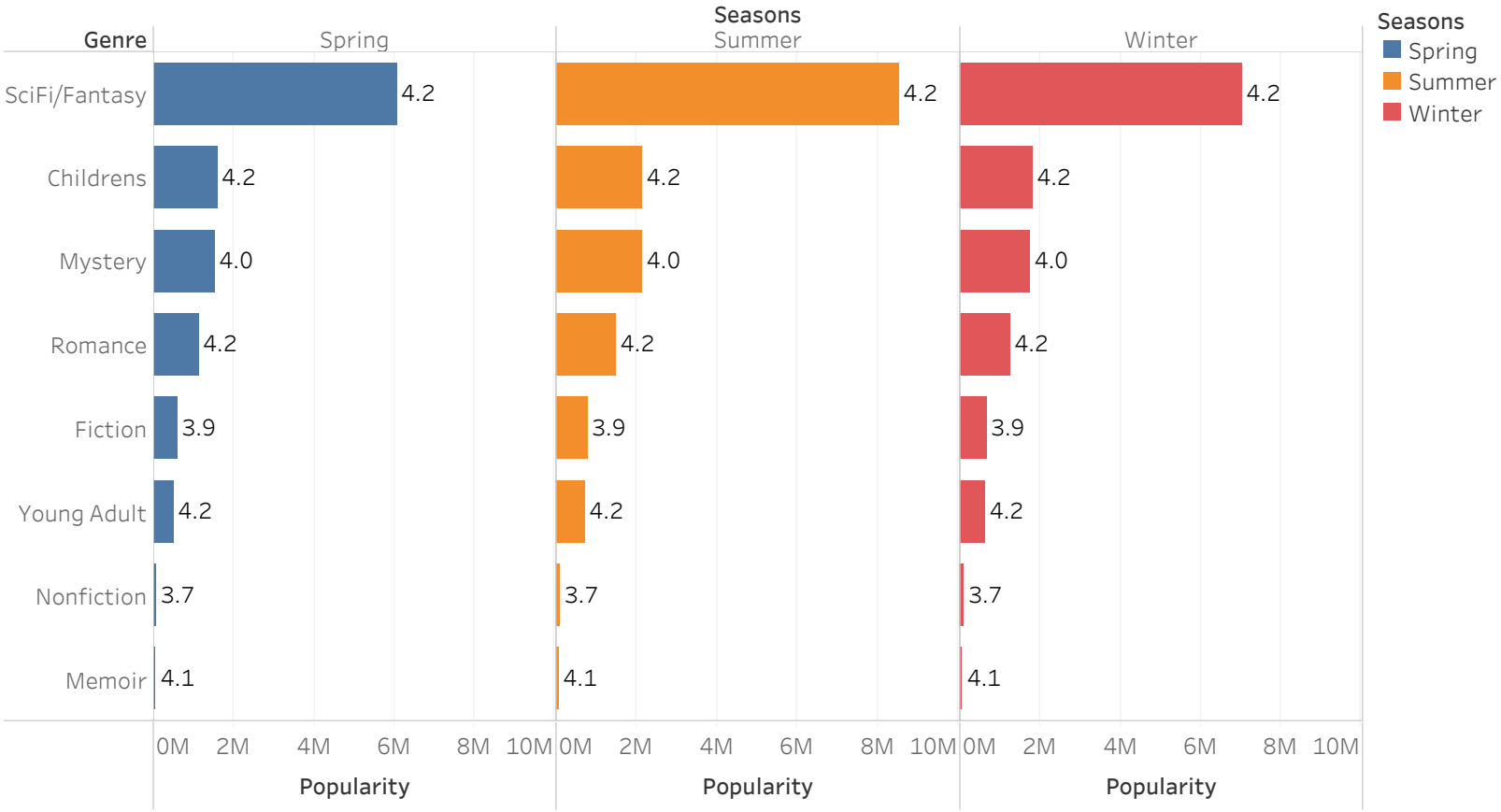
The trend of sum of Sales Price for Sale Date Month broken down by Genre. Color shows details about Genre. The marks are labeled by sum of Sales Price. The view is filtered on Genre, which keeps Fiction, Mystery and SciFi/Fantasy.

Genre Popularity among Customers based on sales and checkouts



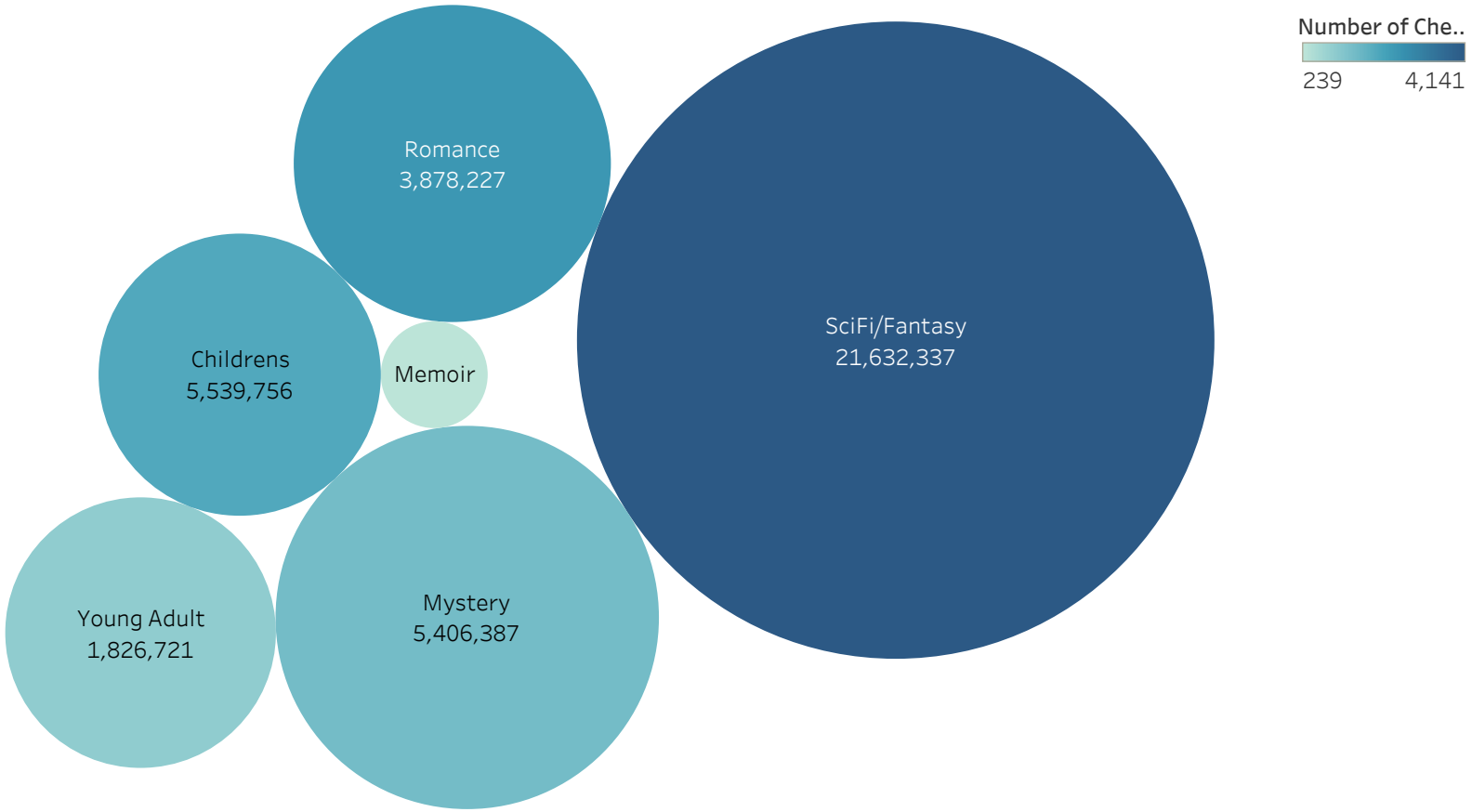
Sum of Popularity for each Genre. Color shows details about Genre. Size shows average of Rating. The marks are labeled by Genre. The view is filtered on Genre, which keeps Childrens, Mystery, SciFi/Fantasy and Young Adult.

Seasonal Analysis of Genre Popularity with Average Rating by Genre



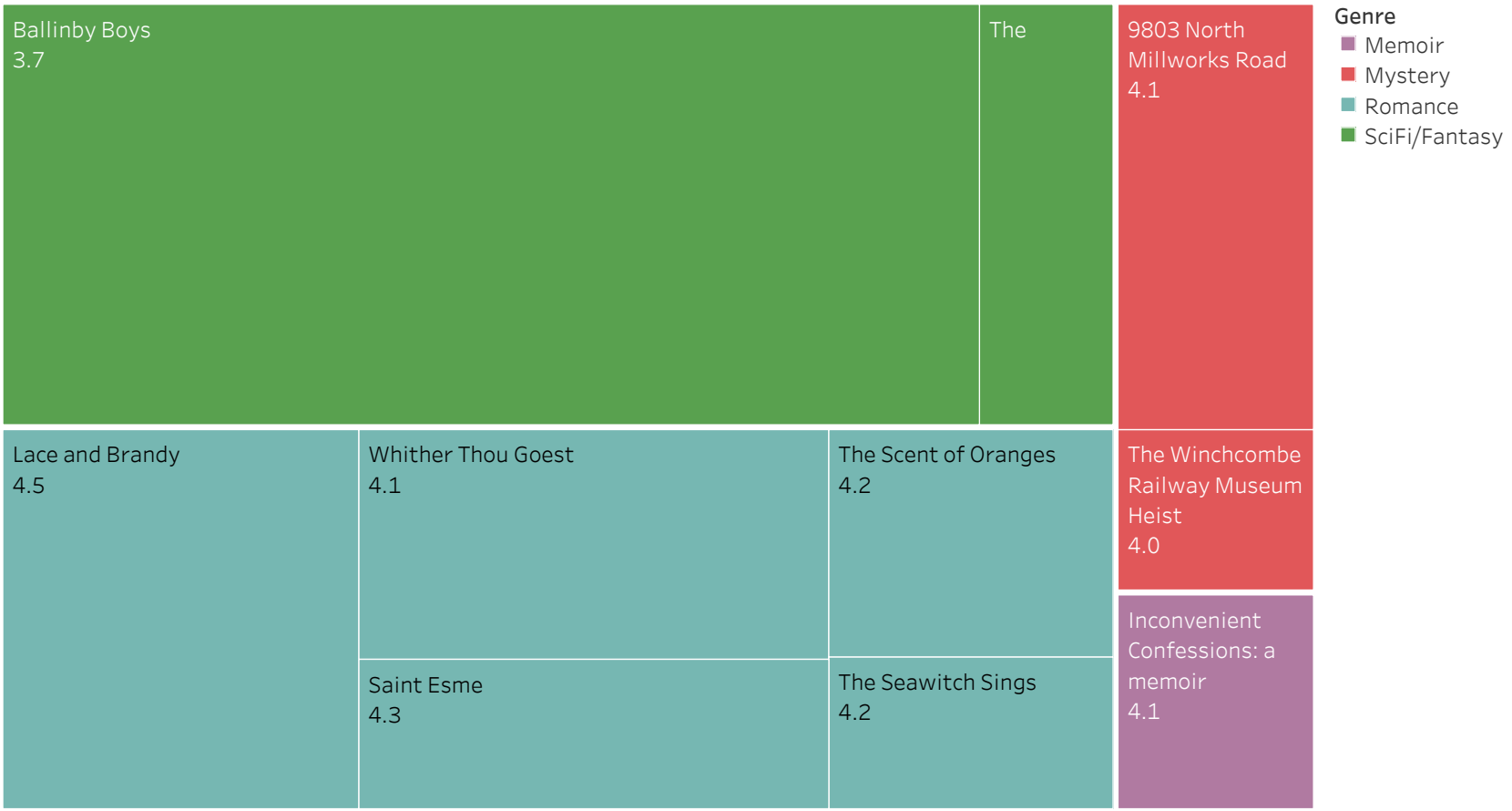
Sum of Popularity for each Genre broken down by Seasons. Color shows details about Seasons. The marks are labeled by average of Rating. The view is filtered on Seasons and Genre. The Seasons filter keeps Spring, Summer and Winter. The Genre filter keeps 9 of 9 members.

Popular Genres with Best selling Books by Average rating



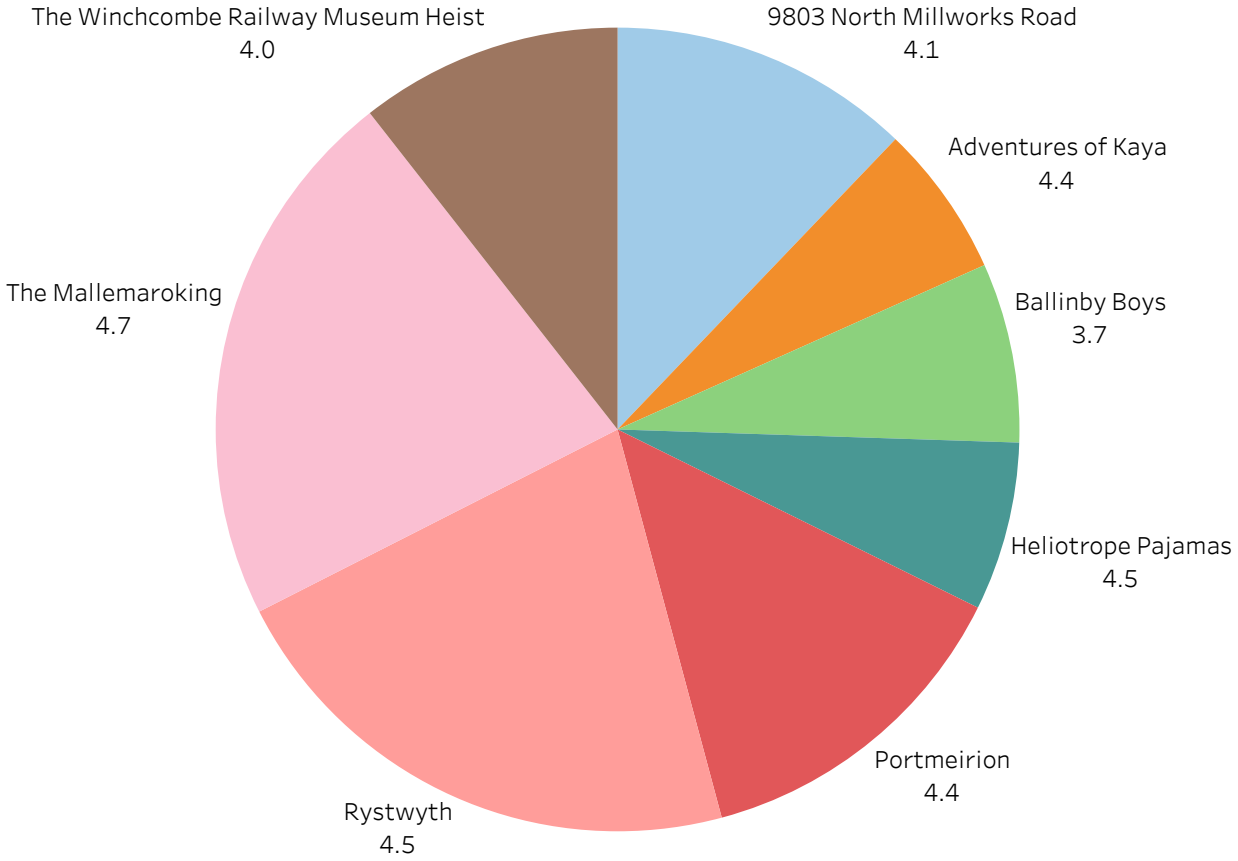
Genre and sum of Popularity . Color shows sum of Number of Checkouts. Size shows sum of Sales Price. The marks are labeled by Genre and sum of Popularity . The data is filtered on average of Rating, which ranges from 3.993 to 4.386861314. The view is filtered on Genre, which excludes Null.

Top 15 Discounted Books with Average Ratings



Title and average of Rating. Color shows details about Genre. Size shows sum of Discount. The marks are labeled by Title and average of Rating. The view is filtered on Title and Genre. The Title filter has multiple members selected. The Genre filter keeps Memoir, Mystery, Romance and SciFi/Fantasy.

Most Bought Books

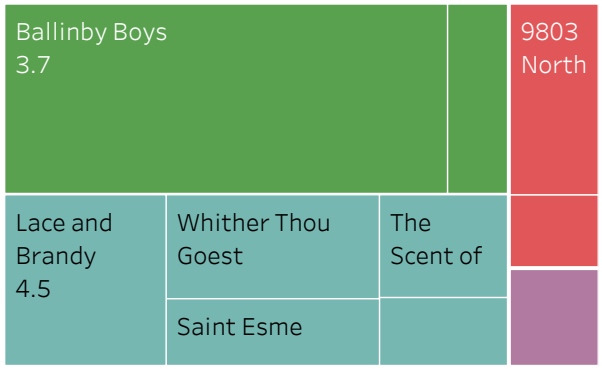


Sales Price
403,441

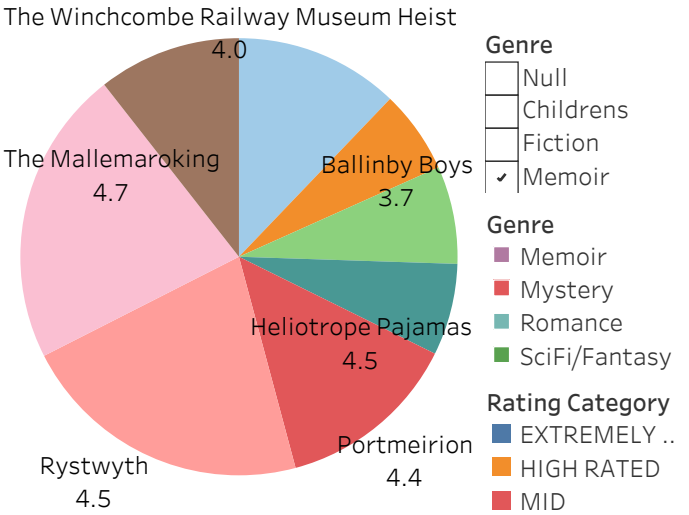
Top 8 Books by Sales
- 9803 North Millworks Road
- Adventures of Kaya
- Ballinby Boys
- Heliotrope Pajamas
- Portmeirion
- Rystwyth
- The Mallemaroking
- The Winchcombe Railway Museum Heist

Title and average of Rating. Color shows details about Top 8 Books by Sales. Size shows sum of Sales Price. The marks are labeled by Title and average of Rating. The data is filtered on Genre, which keeps multiple members. The view is filtered on Top 8 Books by Sales and average of Rating. The Top 8 Books by Sales filter keeps 8 members. The average of Rating filter ranges from 3.7 to 4.7.

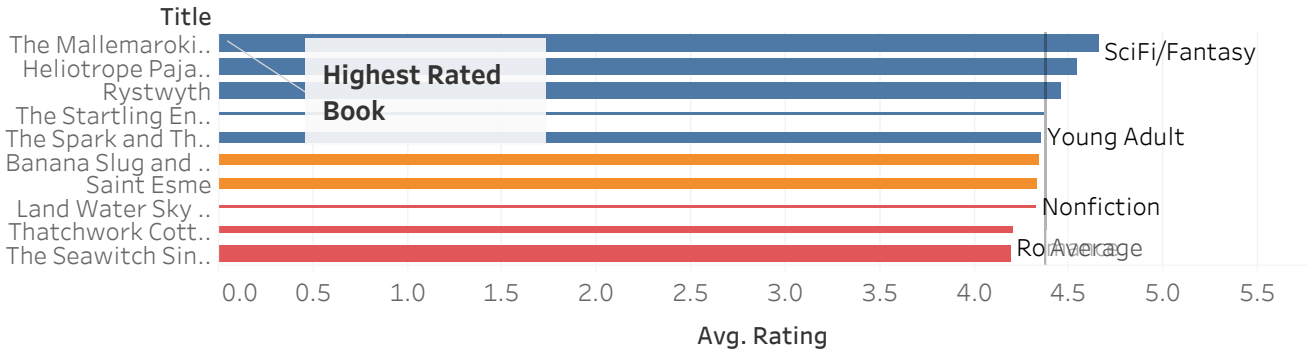
Top 15 Discounted Books with Average Ratings



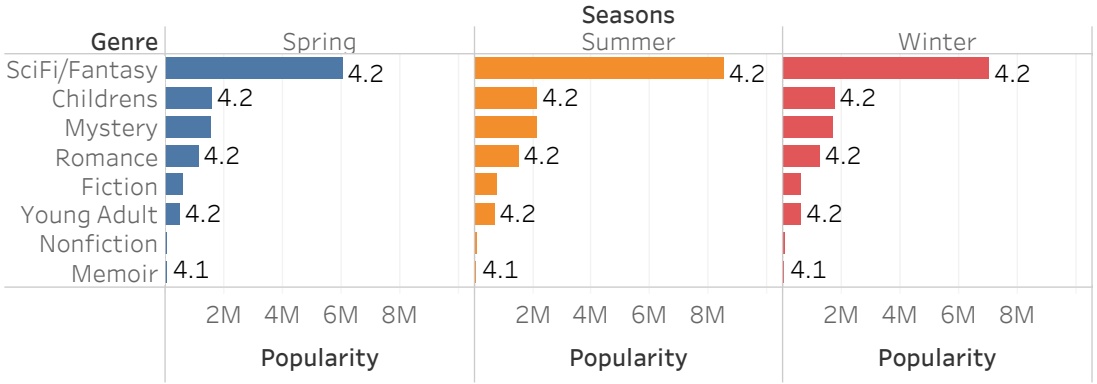
Most Bought Books



Top 20 Highest Rated books



Seasonal Analysis of Genre Popularity with Average Rating by Genre

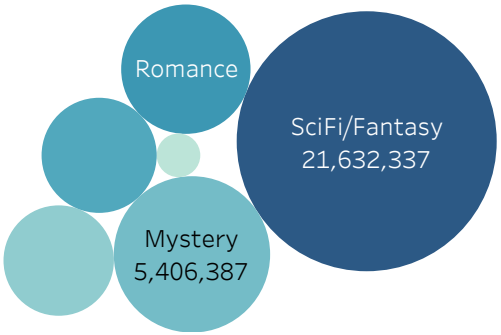


Seasons
- ✔ ~~Null~~
- Spring
- Summer
- Winter

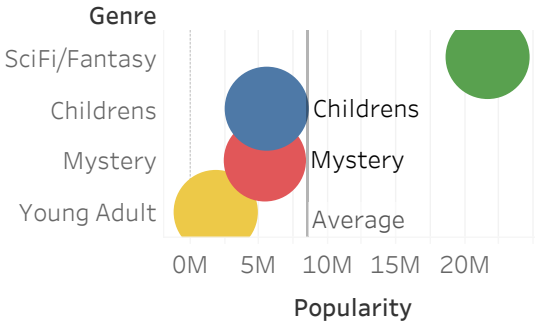
Genre
- ✔ Null
- ✔ Childrens
- ✔ Fiction
- ✔ Memoir
- ✔ Mystery

Avg. Rating
3.993 to 4.3868..

Popular Genres with Best selling Books by Average rating



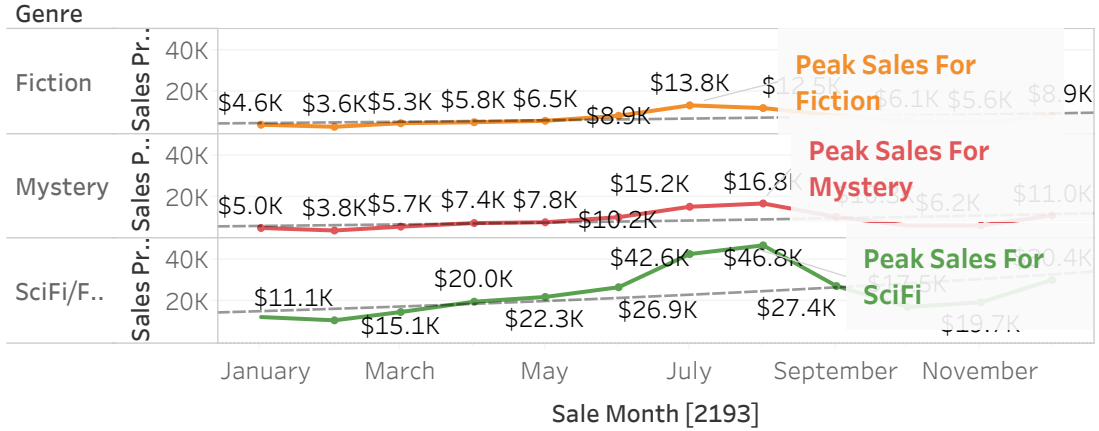
Genre Popularity among Customers based on sales and checkouts

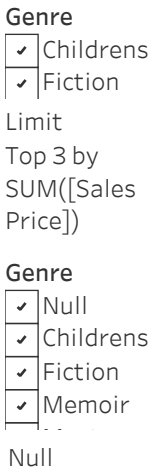


Genre
- ✔ ~~Null~~
- Childrens
- Fiction
- Memoir
- Mystery
- Nonfiction

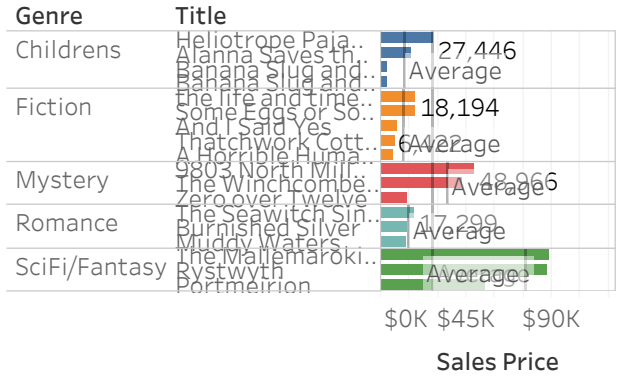
Genre
- ✔ ~~Null~~
- Childrens
- ✔ ~~Fiction~~
- ✔ ~~Memoir~~
- Mystery
- ✔ ~~Nonfiction~~

Top 3 Genres' Monthly Sales Trends

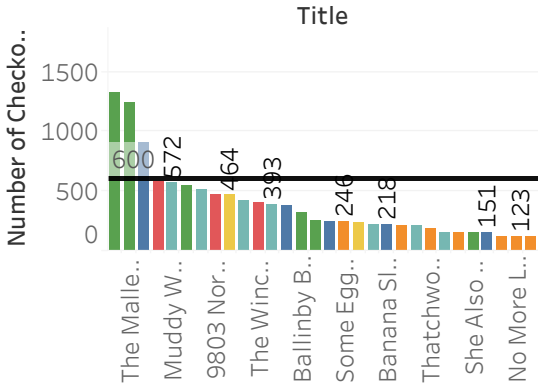




Sales Performance Analysis of Top Books by Genre

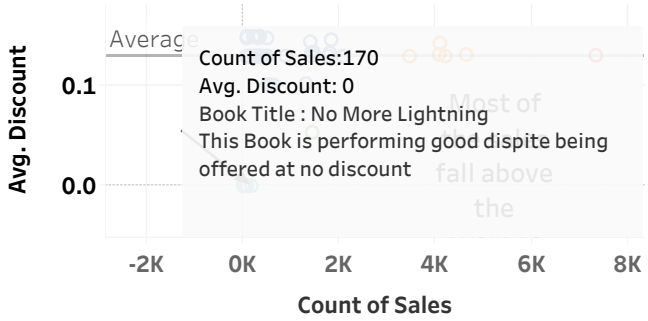


30 Popular Books By Checkouts

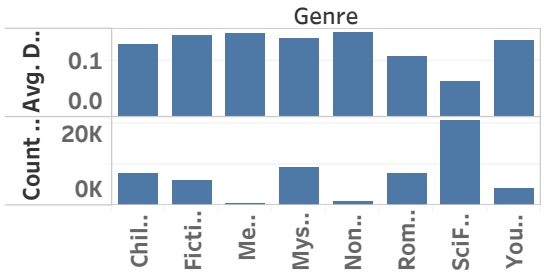


Storyboard: Sales and Marketing Team Analysis

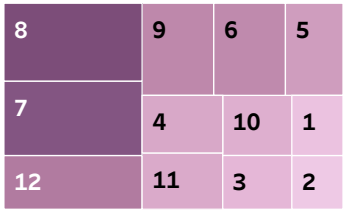
Correlation between Sales & Discount



Sales and Discount by Genre

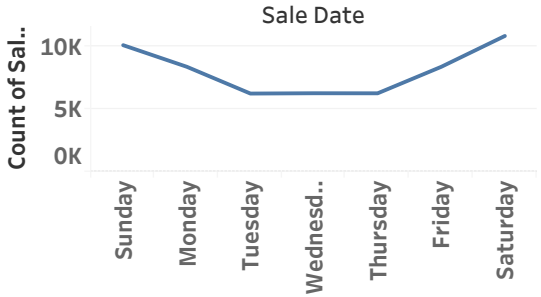


Sales Trend at different Date Levels



Date L.. Month Clusters

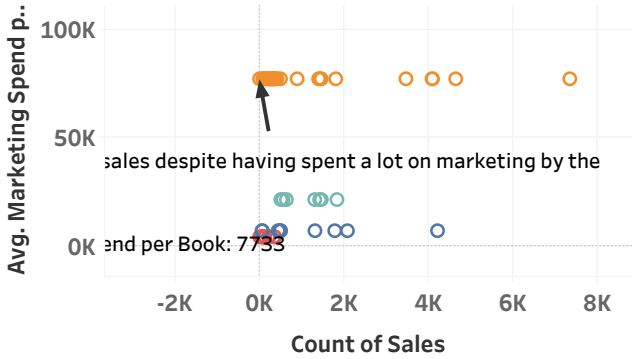
Sales aggregated over weekdays



Storyboard: Sales and Marketing Team Analysis

Interesting Sales Trends .. | How is the marketing sp.. | How are the book series p..

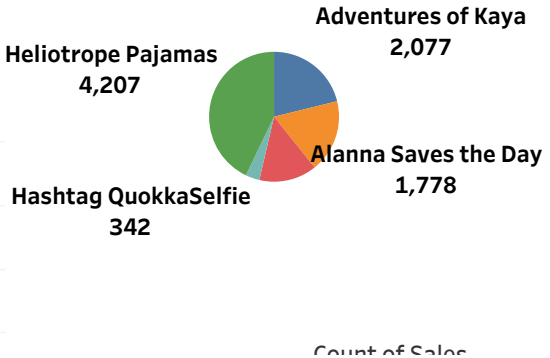
Correlation between Marketing Spends & Sales



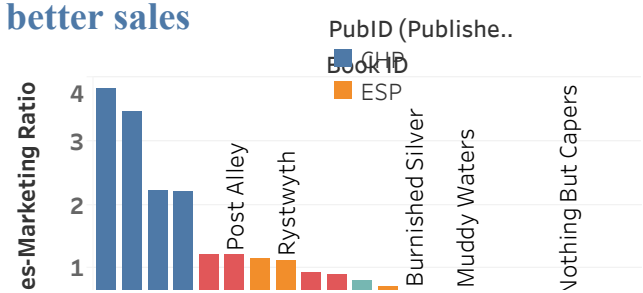
Worst Performing Books by Marketing Spends Ratio with Awards and Ratings

Top 10 worst performing books in ..	Ti
Concerning Prophecy	Nu
Did You Hear?	Nu
Dust on the Rim	Nu
Land Water Sky Space	Nu
Not to Gossip, But	Nu

Sales Distribution of Best Performing Books



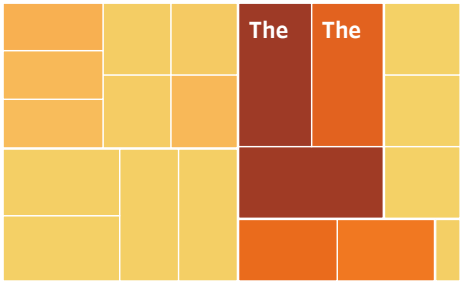
Books with Less marketing spends but better sales



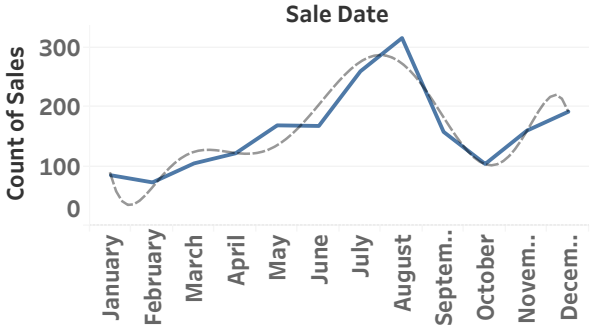
Storyboard: Sales and Marketing Team Analysis

Interesting Sales Trends .. | How is the marketing sp.. | How are the book series p..

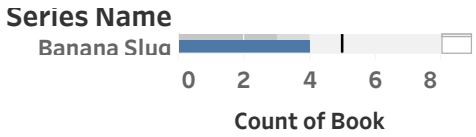
Sale Distribution by Series and Volume



Trend Lines for Sales By Series



Planned Volumes to Published Volumes



Series Parameter
Banana Slug

Sales Price

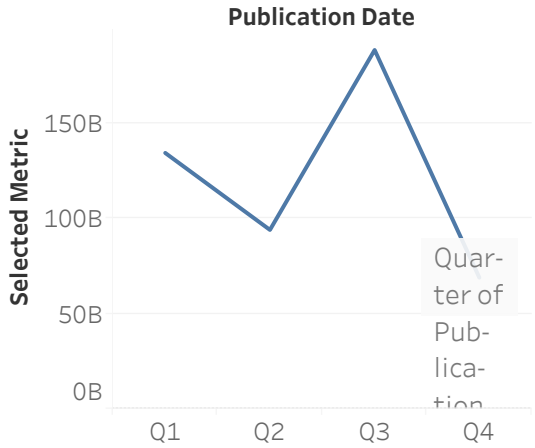
Storyboard :Author Sales and Bookshop Performance Overview

Overview of the Author's .. | Reader Engagement .. | Productivity Insights

Books Published by Author

Genre	Title	
Childre..	Alanna Saves th..	1,810,692,4
	Banana Slug and..	427,561,8
	Banana Slug and..	428,511,8
	Banana Slug and..	567,985,1
	Banana Slug and..	838,886,8
	Heliotrope Paja..	28,076,609,0
Fiction	A Horrible Huma..	72,437,8
	And I Said Yes	1,586,642,5
	Did You Hear?	130,615,7
	Interrobangs for..	988,506,7

Total Sales by Author



Derived Revenue
987 204B

Average Rating
Non-Null Values..

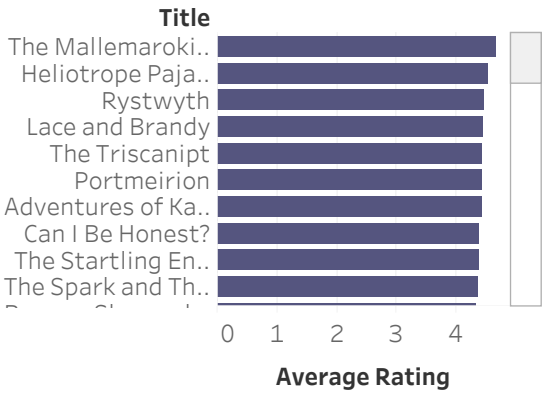
Year Won
Non-Null Values..

Award Name
- Agatha Award
- Caldecott Me..
- Hugo Award
- Man Booker
- National Boo..
- Nebula Award
- Newberry Me..
- PEN/Faulkne..
- Pulitzer
- RITA Award
- World Fantas..
- Young Reade..

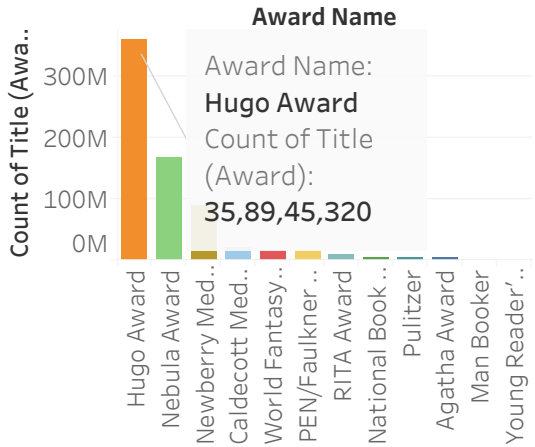
Derived Revenue
Non-Null Values..

Metric Selector
Revenue

Ratings Summary for Books



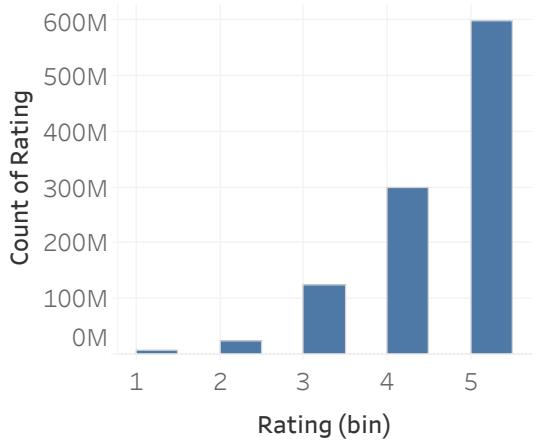
Awards Won by Books



Storyboard :Author Sales and Bookshop Performance Overview

Overview of the Author's .. | Reader Engagement .. | Productivity Insights

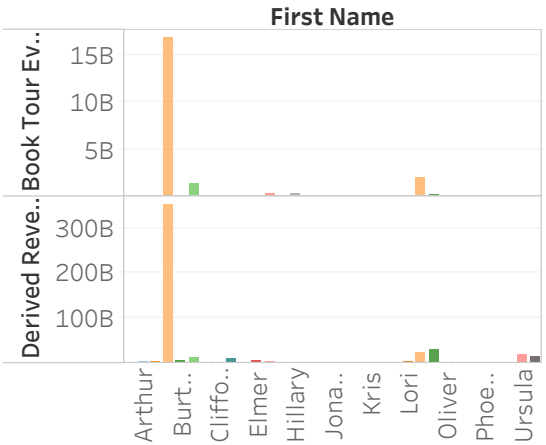
Reader Ratings Distribution



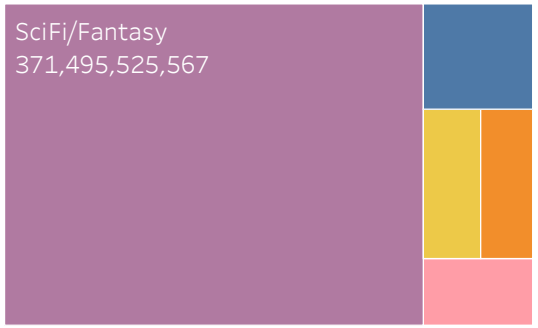
Genre
- ✔ Childrens
- ✔ Fiction
- ✔ Memoir
- ✔ Mystery
- ✔ Nonfiction
- ✔ Romance
- ✔ SciFi/Fantasy

First Name
- Abraham
- Arthur
- Bernard
- Bianca
- Burton
- Carolyn
- Charles

Book Tour Events Impact



Top Performing Genres



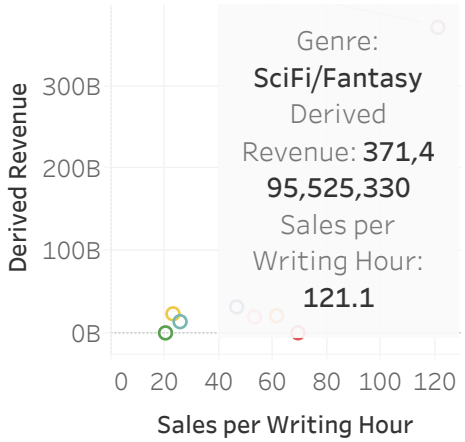
First Name
- ✔ Arthur
- ✔ Bernard
- ✔ Bianca
- ✔ Burton
- ✔ Charles
- ✔ Clifford
- ✔ David

Genre
- Childrens
- Fiction
- Romance
- SciFi/Fantasy
- Young Adult

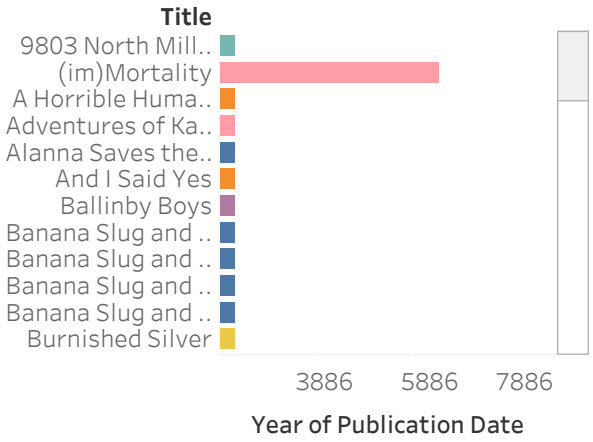
Storyboard :Author Sales and Bookshop Performance Overview

Overview of the Author's .. | Reader Engagement .. | Productivity Insights

Writing Hours vs. Sales



Books Published Timeline

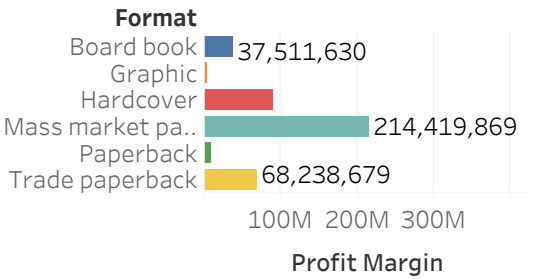


Genre
- Childrens
- Fiction
- Memoir
- Mystery
- Nonfiction
- Romance

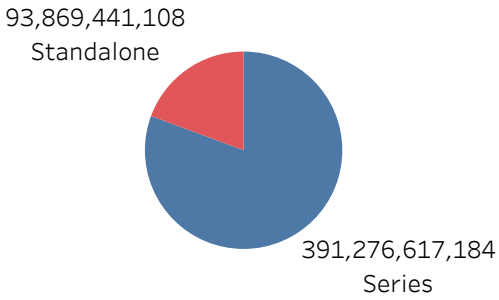
Year of Publicati..
Non-Null Values..

Format
- Board book
- Graphic
- Hardcover
- Mass market..
- Paperback
- Trade paperb..

Profitability by Format



Series Contribution to Total Sales



Genre
- ✔ Childrens
- ✔ Fiction
- ✔ Memoir
- ✔ Mystery
- ✔ Nonfiction
- ✔ Romance

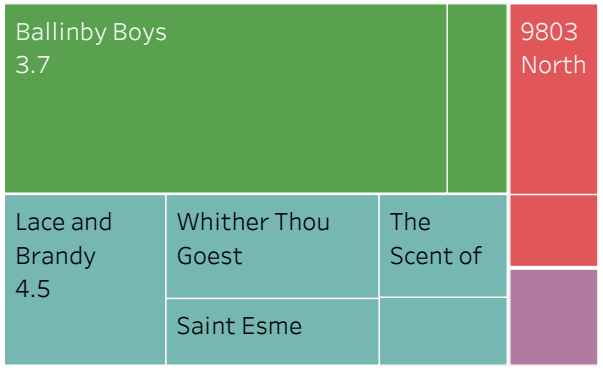
Series or Standa..
- Series
- Standalone

Derived Revenue
485,146,058..

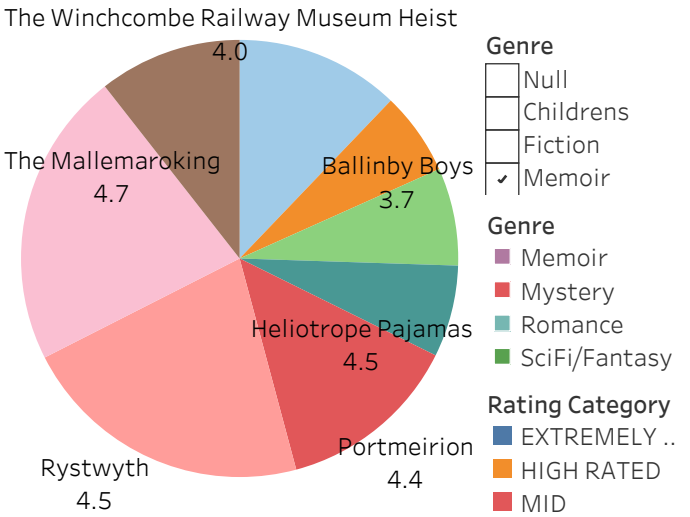
A Guide for a Customer at the Bookshop!

What books are worth buying? | What genres are the most popul.. | What are the most bought bo..

Top 15 Discounted Books with Average Ratings



Most Bought Books



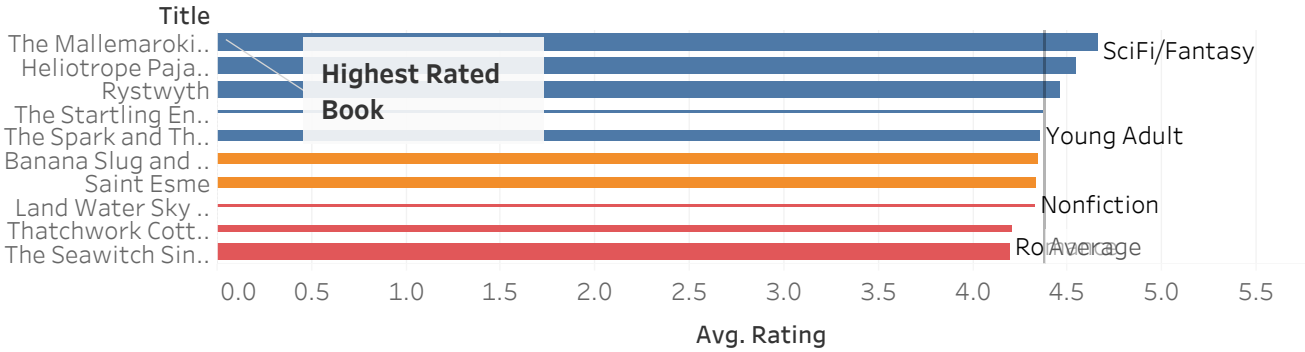
Avg. Rating
3.740395809 to..

Genre
- Null
- Childrens
- Fiction
- ✔ Memoir

Genre
- Memoir
- Mystery
- Romance
- SciFi/Fantasy

Rating Category
- EXTREMELY ..
- HIGH RATED
- MID

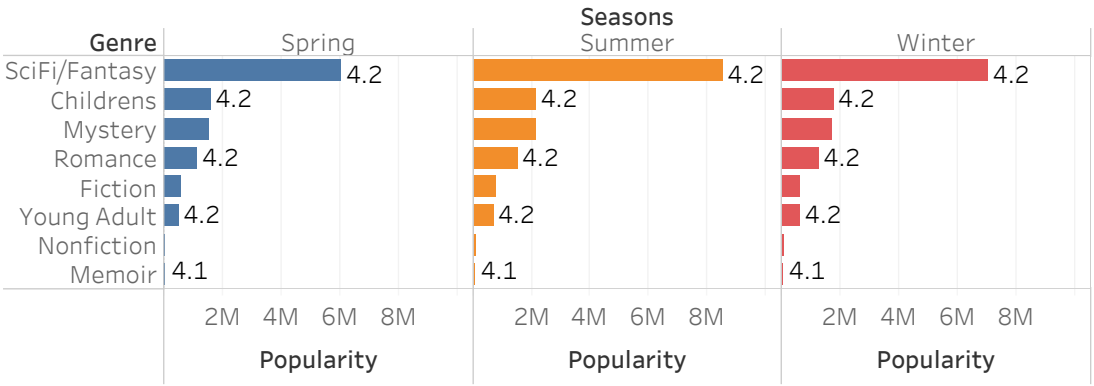
Top 20 Highest Rated books



A Guide for a Customer at the Bookshop!

What books are worth buying? | What genres are the most popul.. | What are the most bought bo..

Seasonal Analysis of Genre Popularity with Average Rating by Genre

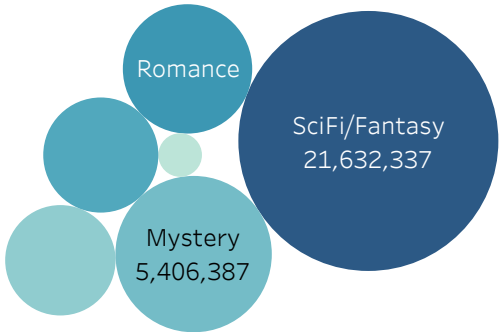


Seasons
- ✓ ~~Null~~
- Spring
- Summer
- Winter

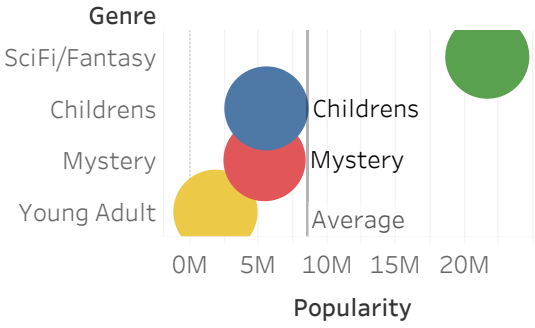
Genre
- ✓ Null
- ✓ Childrens
- ✓ Fiction
- ✓ Memoir
- ✓ Mystery

Avg. Rating
3.993 to 4.3868..

Popular Genres with Best selling Books by Average rating



Genre Popularity among Customers based on sales and checkouts



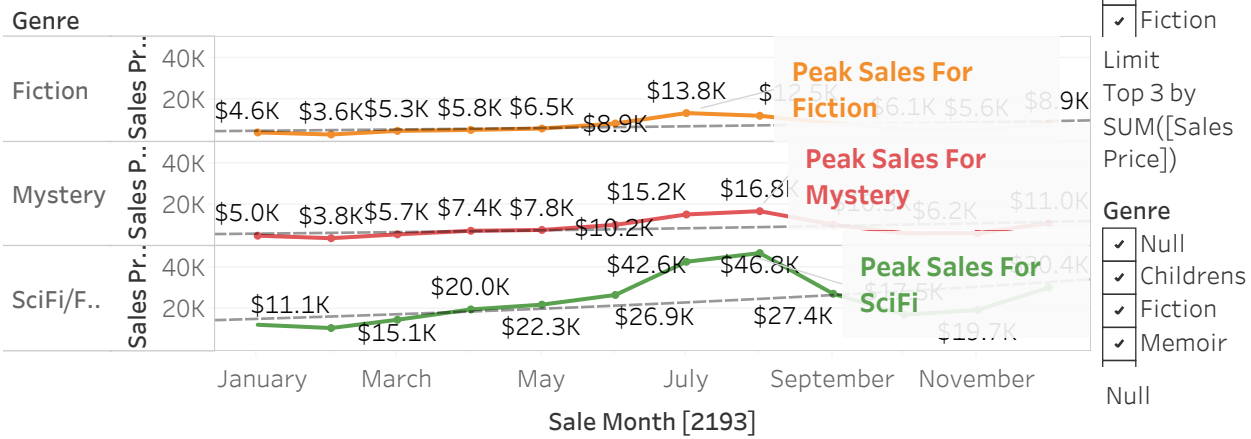
Genre
- ✓ ~~Null~~
- Childrens
- Fiction
- Memoir
- Mystery
- Nonfiction

Genre
- ✓ ~~Null~~
- Childrens
- ✓ ~~Fiction~~
- ✓ ~~Memoir~~
- Mystery
- ✓ ~~Nonfiction~~

A Guide for a Customer at the Bookshop!

What books are worth buying? | What genres are the most popul.. | What are the most bought bo..

Top 3 Genres' Monthly Sales Trends



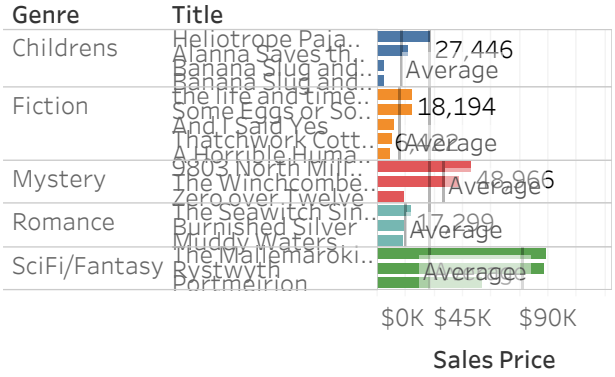
Genre
- ✓ Childrens
- ✓ Fiction

Limit
Top 3 by SUM([Sales Price])

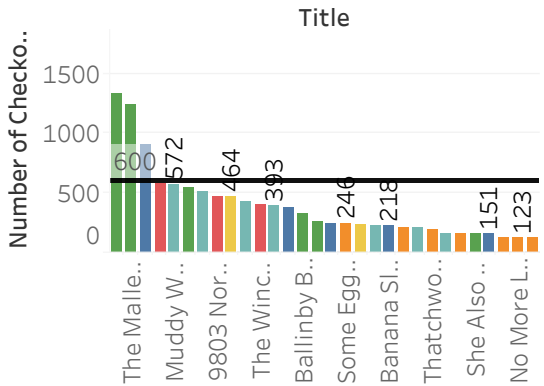
Genre
- ✓ Null
- ✓ Childrens
- ✓ Fiction
- ✓ Memoir

Null

Sales Performance Analysis of Top Books by Genre



30 Popular Books By Checkouts



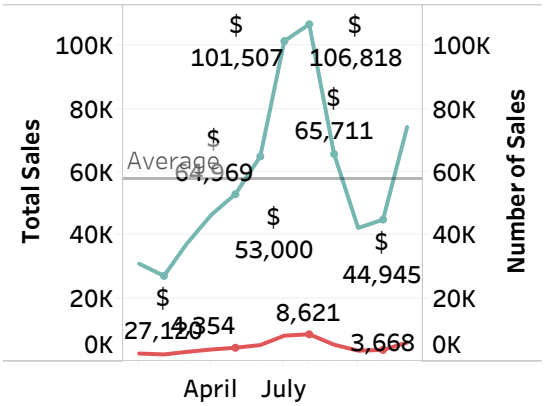
Genre
- ✓ Null
- ✓ Childr..
- ✓ Fiction
- ✓ Memo..
- ✓ Myste..
- ✓ Nonfi..
- ✓ Roma..
- ✓ SciFi/..
- ✓ Young..

Limit
Top 5 by SUM([Sales Price])

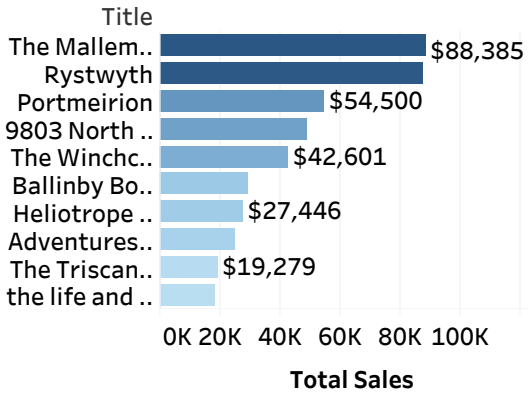
Bookshop Manager's Sales and Customer Insights

Uncover the secrets to bo.. | Understand the most pop.. | Optimize your inventory wit..

Revenue and Sales Trend By Month



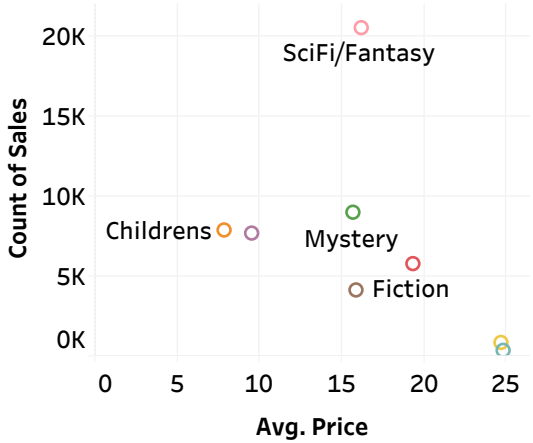
Books Generating Most Revenue



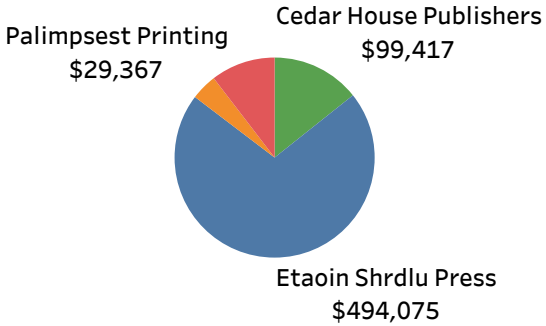
Genre
- [x] Childrens
- [x] Fiction
- [x] Memoir
- [x] Mystery
- [x] Nonfiction
- [x] Romance
- [x] SciFi/Fantasy
- [x] Young Adult

Quarter of Sale ..
- [x] Q1
- [x] Q2
- [x] Q3
- [x] Q4

Sales vs Price Comparison



Total Revenue Generated By Each Publisher



Month of Sale D..
All

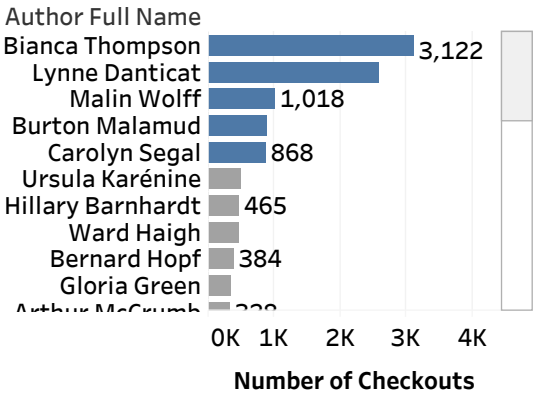
Total Sales
18,194 88,385

Top N Books
10

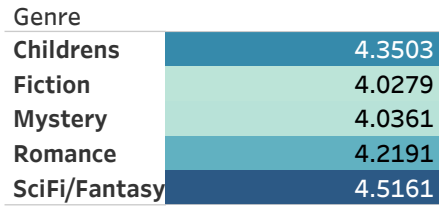
Bookshop Manager's Sales and Customer Insights

Uncover the secrets to bo.. | Understand the most pop.. | Optimize your inventory wit..

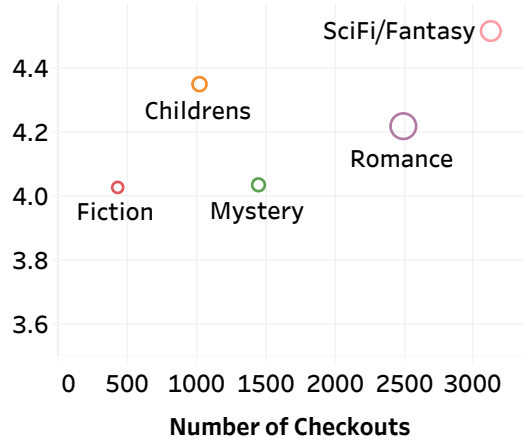
Top Authors by Number of Checkouts



Customer Ratings By Genre (Top Authors)



Checkout to Rating Ratio



Top Authors By ..
All

More than 500 C..
In
Out

Count of Ratings
1,754
4,000
6,000
8,000
9,465

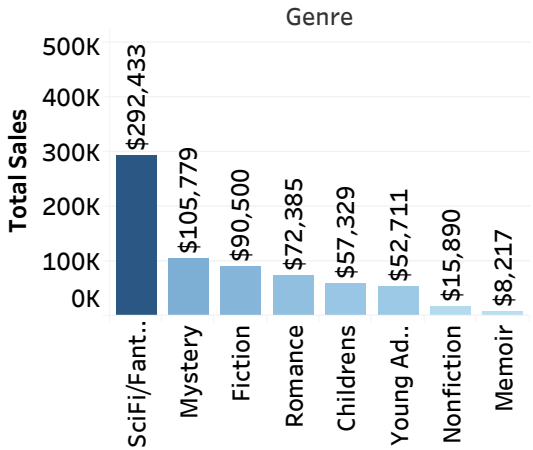
Genre
Childrens
Fiction
Mystery
Romance
SciFi/Fantasy

Select ..

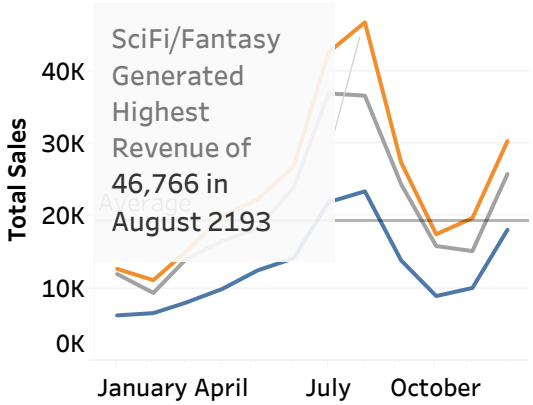
Bookshop Manager's Sales and Customer Insights

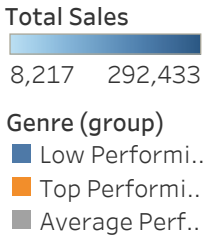
Uncover the secrets to bo.. | Understand the most pop.. | Optimize your inventory wit..

Genres By Revenue Generated

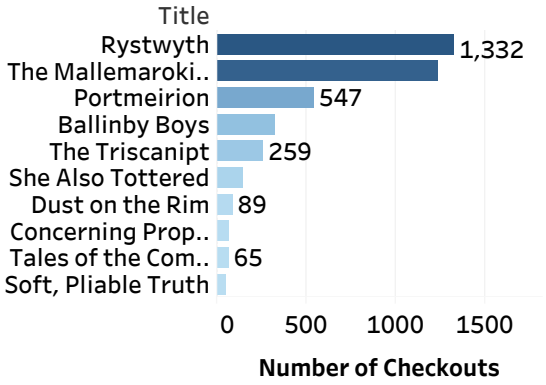


Revenue Trend By Genre Groups





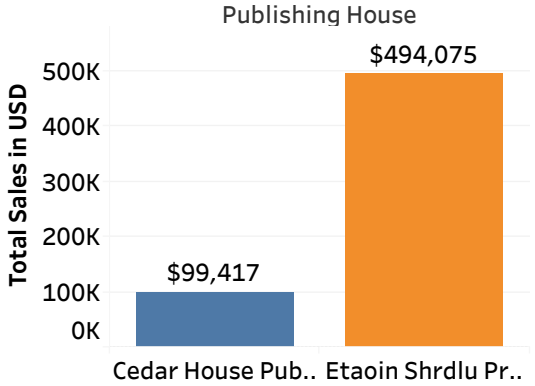
Top Books to Restock with Hardcover Format



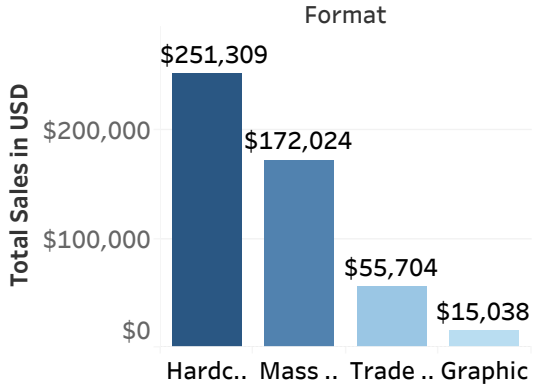
Etaoin Shrdlu Press Performance Analysis

This dashboard provides a co.. | This storyboard pr.. | This dashboard compares pri..

Sales Comparison: Cedar House Vs Etaoin Shrdlu Press



Etaoin Shrdlu Press: Revenue by Formats

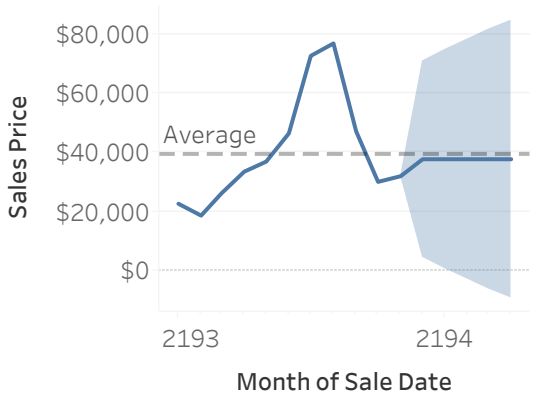


Genre
All

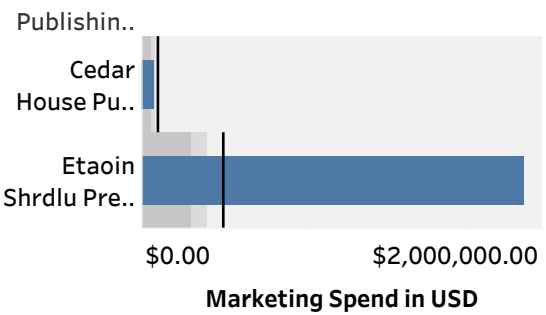
Publishing House
Cedar House ..
Etaoin Shrdlu..

Award Winners: ..
Award winni..
Other

Etaoin Shrdlu Press Total Revenue per Month: 2193



Marketing Spend Comparison: Etaoin Shrdlu Vs Cedar

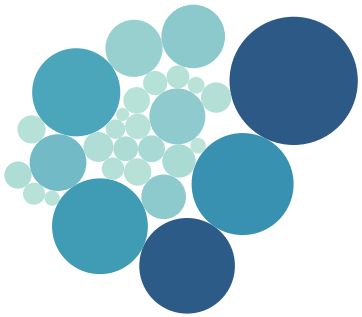


Sales Price
$15,038 251K

Etaoin Shrdlu Press Performance Analysis

This dashboard provides a co.. | This storyboard pr.. | This dashboard compares pri..

Etaoin Shrdlu Press Publishing: Sales by Books Published



Top Selling books

The Mallemaroking Total Books Sold: 7,334 Avg. Rating: 4.7 Author: Bianca	9803 North	Rystwyth Total Books Sold: 4,077 Avg.
Portmeirion Total Books Sold: 4,636	The Winchcombe Railway Museum	

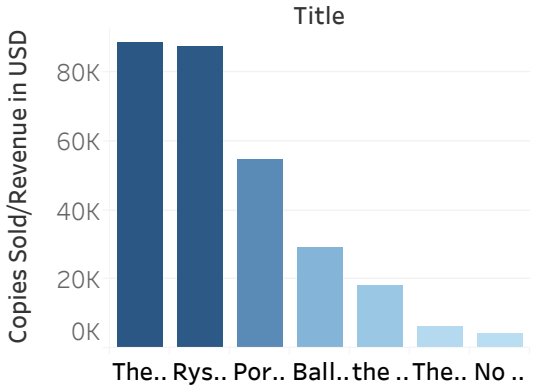
Genre
All

Sales Price
978 88,385

Count of Sales
3,460 7,334

Copies Sold & Re..
Revenue

Award Winners: Total Copies Sold and Total Revenue



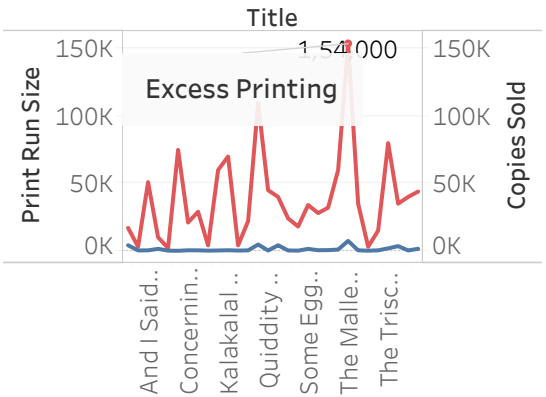
Etaoin Shrdlu Press: Top performing Authors (Award winners)

Etaoin Awa..	Genre	Avg. ..	Coun..	Sales ..
Bianca Tho..	SciFi/F..	4.52	16,047	####
Arthur McCr..	SciFi/F..	3.74	1,433	####
Ursula Karénine	SciFi/F..	4.43	1,801	####
	Young ..	4.36	330	$6,098
Charles Fenimore	Young ..	4.37	1,413	####
	Fiction	4.00	170	$4,078
David Beam	Fiction	3.20	887	####
Jill Hergesh..	Young ..	3.95	215	$2,611

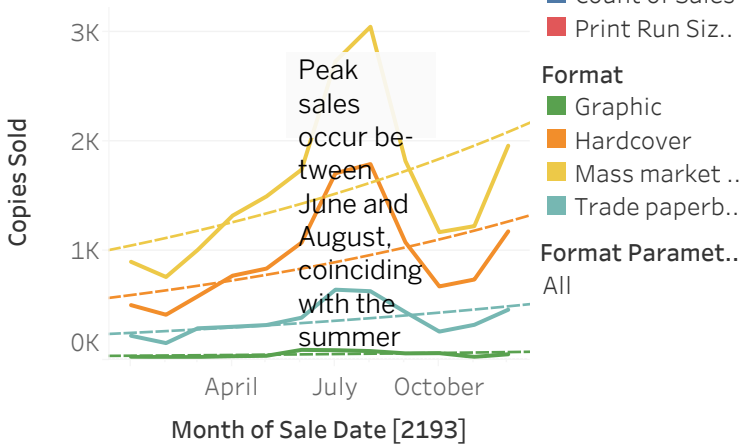
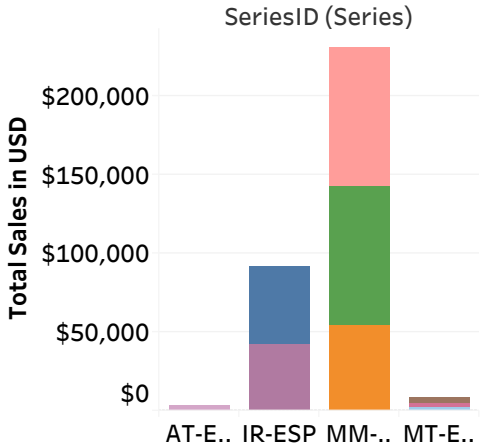
Etaoin Shrdlu Press Performance Analysis

This dashboard provides a co..	This storyboard pr..	This dashboard compares pri..

Print Run Size vs Total Sales



Sales Trend by Format



Series Contributions