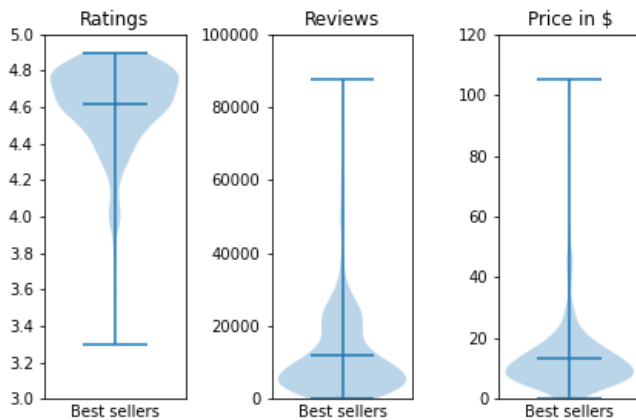


Analysis of Amazon.com's Top 50 Best Selling Books 2009-2019

For each year the data includes: name of the bestselling book, author, genre (non-fiction vs fiction), price(\$), user rating (out of 5) and no. of reviews. There were 550 books in the data set. Extensive analysis was conducted but no significant correlations were found between factors. The most interesting findings are discussed below.

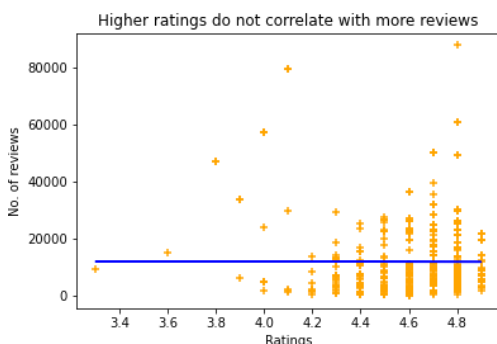


As one would expect most of the bestsellers had high **ratings** with a mean rating of 4.61 out of 5. Interestingly, when we review the titles of the lowest rated books we see a very famous author at the top of the list: J.K. Rowling.

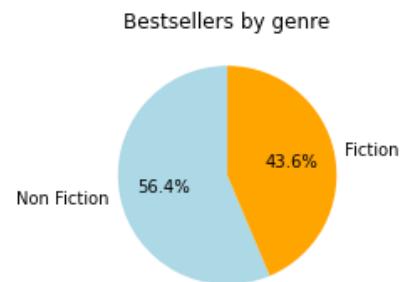
Name	Author	Rating	Genre
The Casual Vacancy	J.K. Rowling	3.3	Fiction
Go Set a Watchman	Harper Lee	3.6	Fiction
Fifty Shades of Grey	E.L. James	3.8	Fiction
Allegiant	Veronica Roth	3.9	Fiction
The Goldfinch	Donna Tartt	3.9	Fiction

J.K. Rowling, whose series of Harry Potter novels have been topping the bestseller list since the first one was published in 1997, had 5 bestsellers in 2016 alone. But her first novel for adults, The Casual Vacancy, was the lowest rated book.

So, being a bestselling author helps sell books—but doesn't guarantee a good user rating!

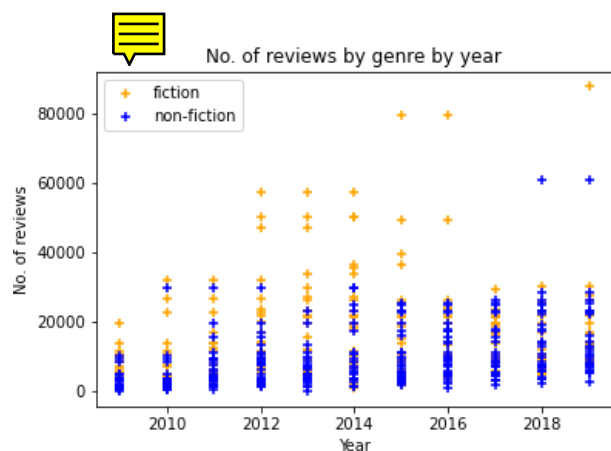


Many of the high **rating** books received a large number of **reviews**. However, a Spearman R test score of 0.2 with a very low p- score showed no statistically significant correlation between these factors.



Analysis of bestsellers by **genre** shows that the majority of books in the top 50 list were non-fiction. Fiction accounted for the majority in just one year: 2014.

Half of all the bestsellers had a **price** between \$7 and \$16. A small number of books were given away for free. The most expensive book was the Diagnostic and Statistical Manual of Mental Disorders (5th edition) which owes its place on the bestseller list to it being an essential text for mental health practitioners.



The number of **reviews** did not change significantly over time. It is noticeable that most of the books with the largest number of reviews are fiction. The notable exception to this is the non-fiction bestseller, Becoming by Michelle Obama, which in 2018-9 was reviewed over 61,000 times. I highly recommend the audio book of this title, read by Michelle herself.

The mean number of reviews per book was only around 12,000. The most reviewed book was Where the Crawdads Sing, the debut novel from Delia Owens, which received a whopping 87,841 reviews; 6.5 standards deviations above the mean.