

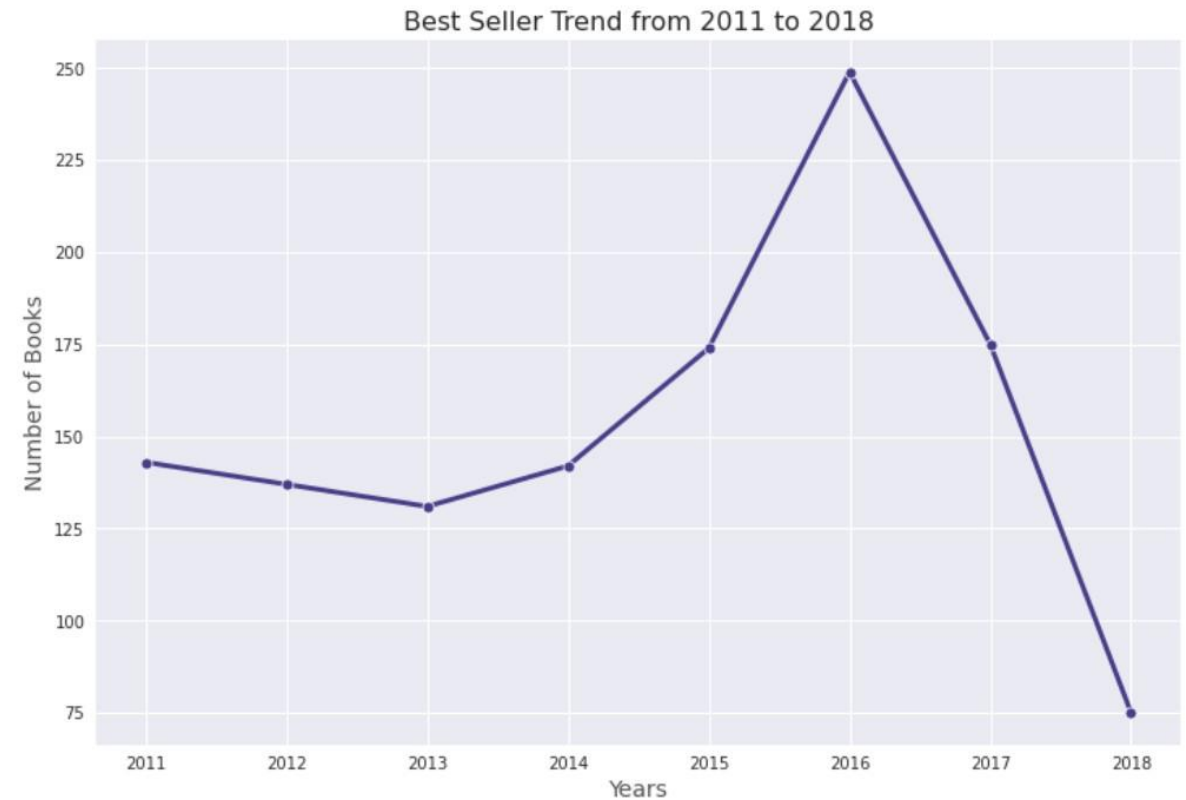
NEW YORK TIMES BESTSELLER ANALYSIS

Presented by Linh Mai
October 6th, 2020

objectives

- Popularity, exposure, guideline
 - Generally increase sale by ~14%
 - Debut authors: increase the sale by >50%
 - Best seller trend decreases since 2016
- (Data only for the first half of the year 2018)

The New York Times



overview



New York Times Bestsellers
from Feb-2011 to Jun-2018



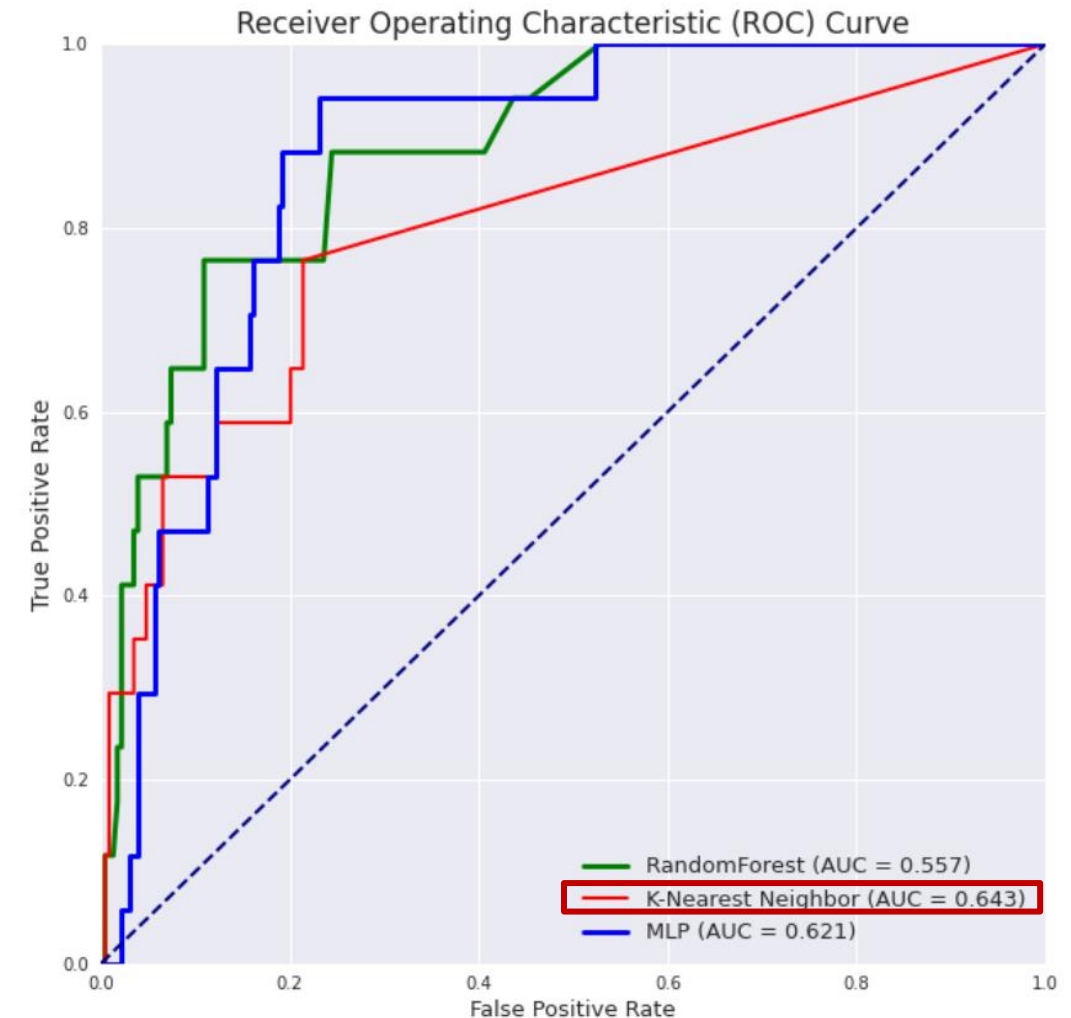
Book review statistics based on
the ISBNs list from **data.world**

- **Raw data:** 2248 uncleaned data points
- **Cleaned & combined data:**
 - 1226 data points with 10 features
 - 2216 data points with 3 features

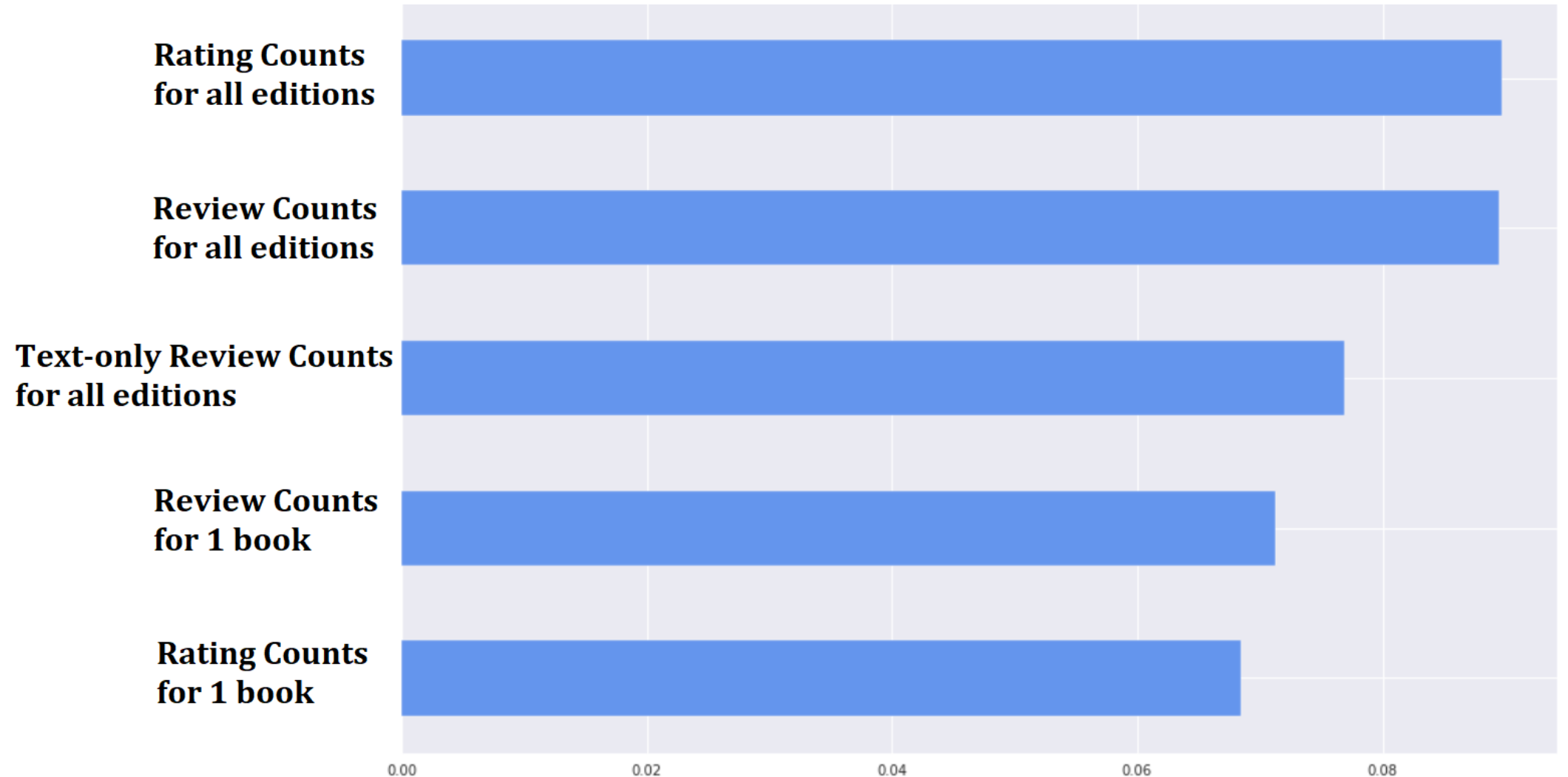


top 3 models' performance

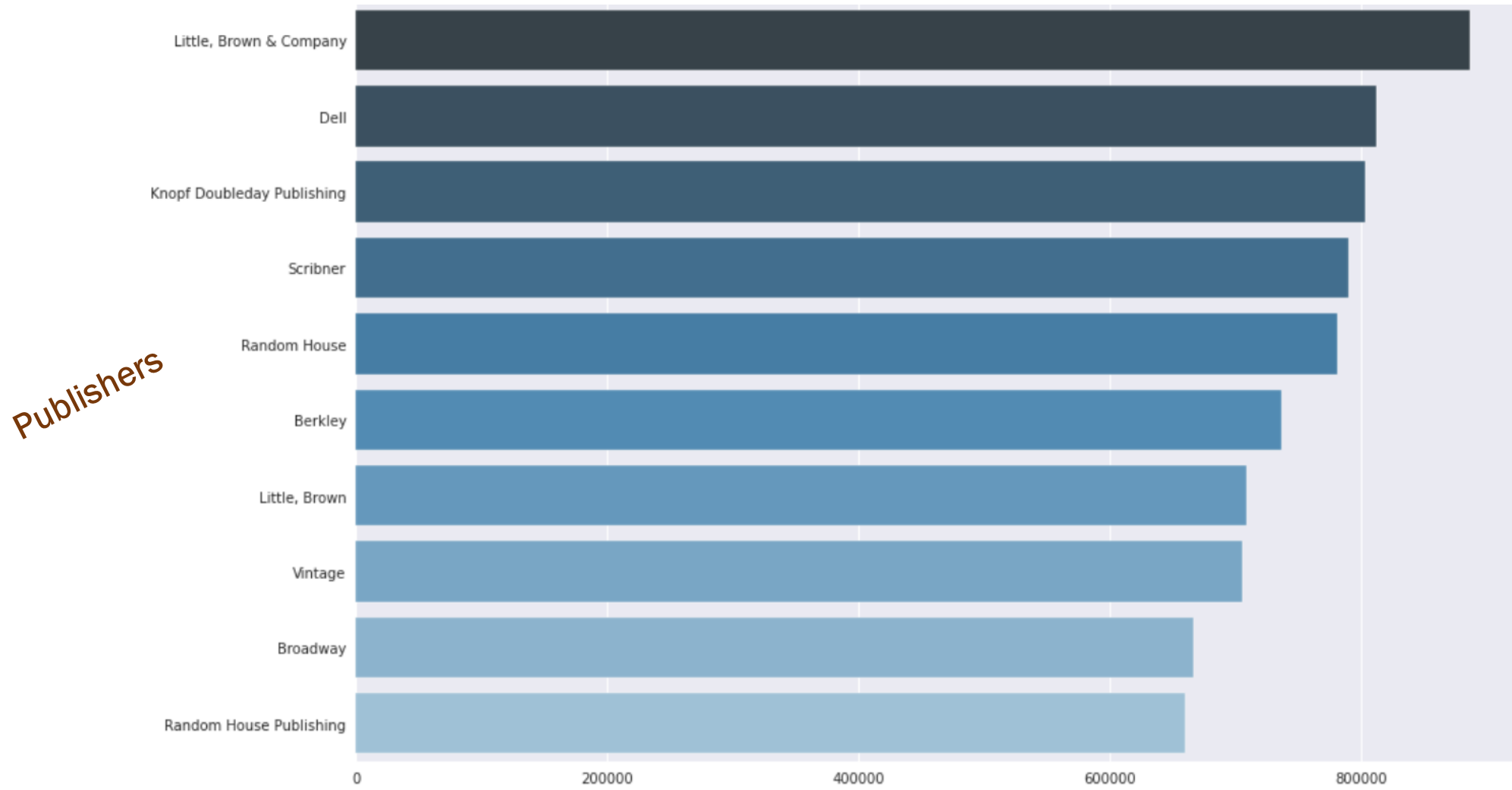
	Precision	AUC
<u>K-Nearest Neighbor</u>	0.71	0.64
<u>Random Forest</u>	0.67	0.56
<u>MLP</u>	0.28	0.62



important features

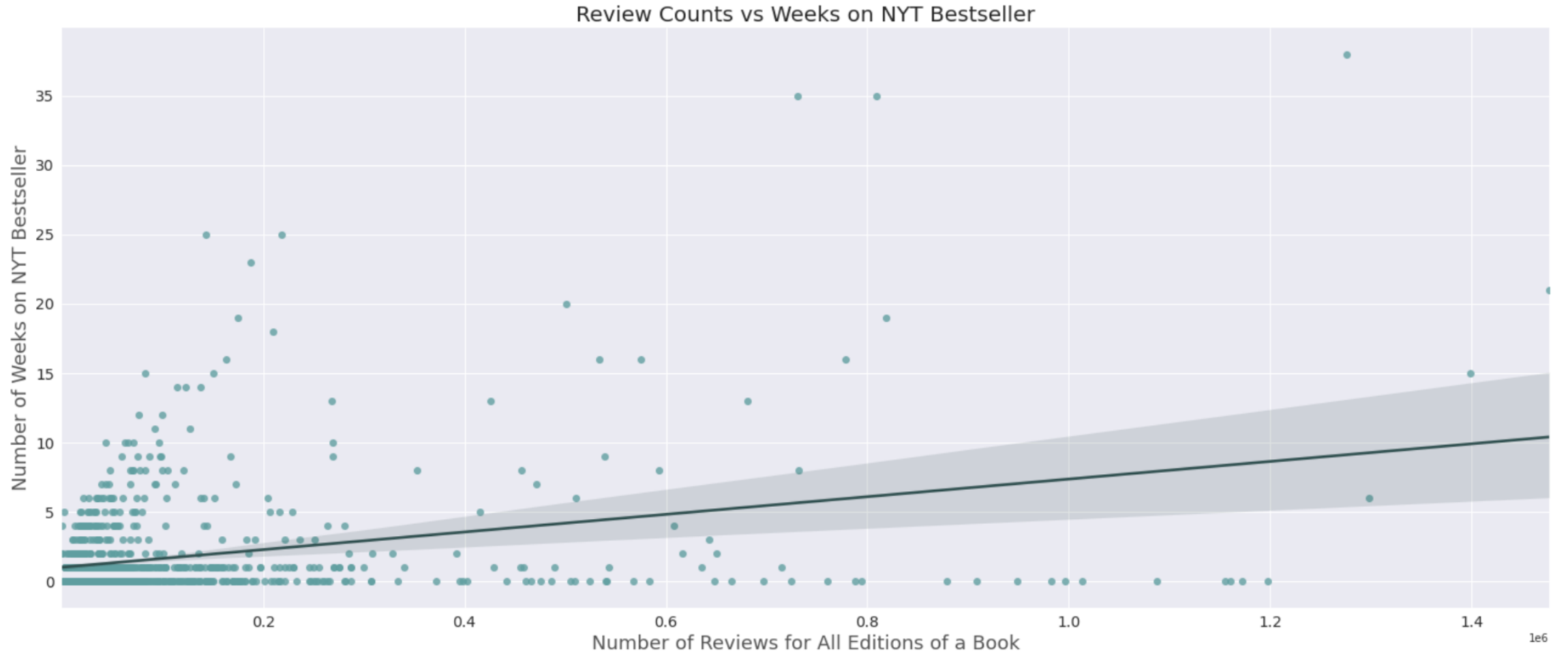


recommendations



Rating Counts for all Editions of a Book

recommendations

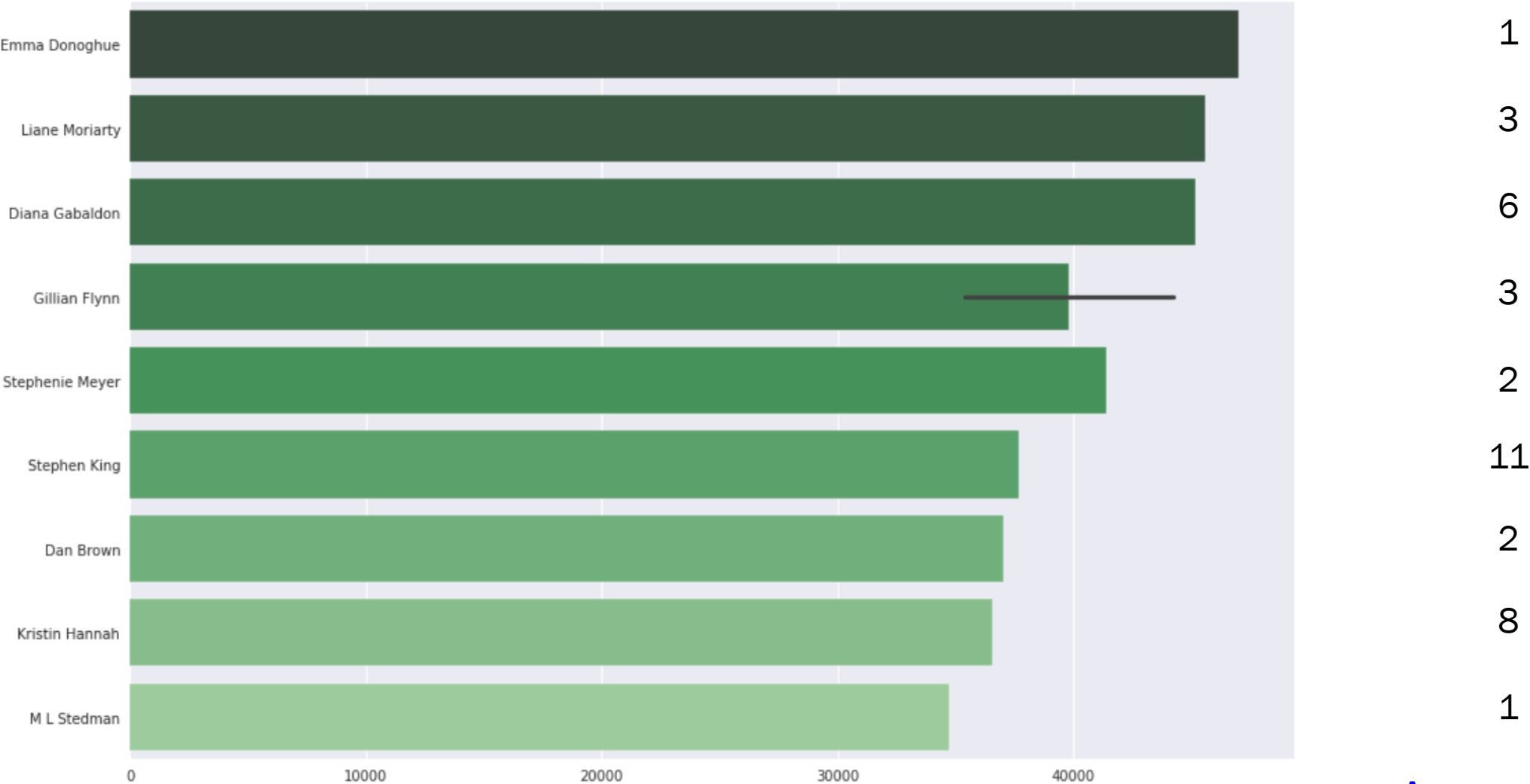


Average: 16 weeks of staying on NYT Bestseller

recommendations

Number of books

Authors

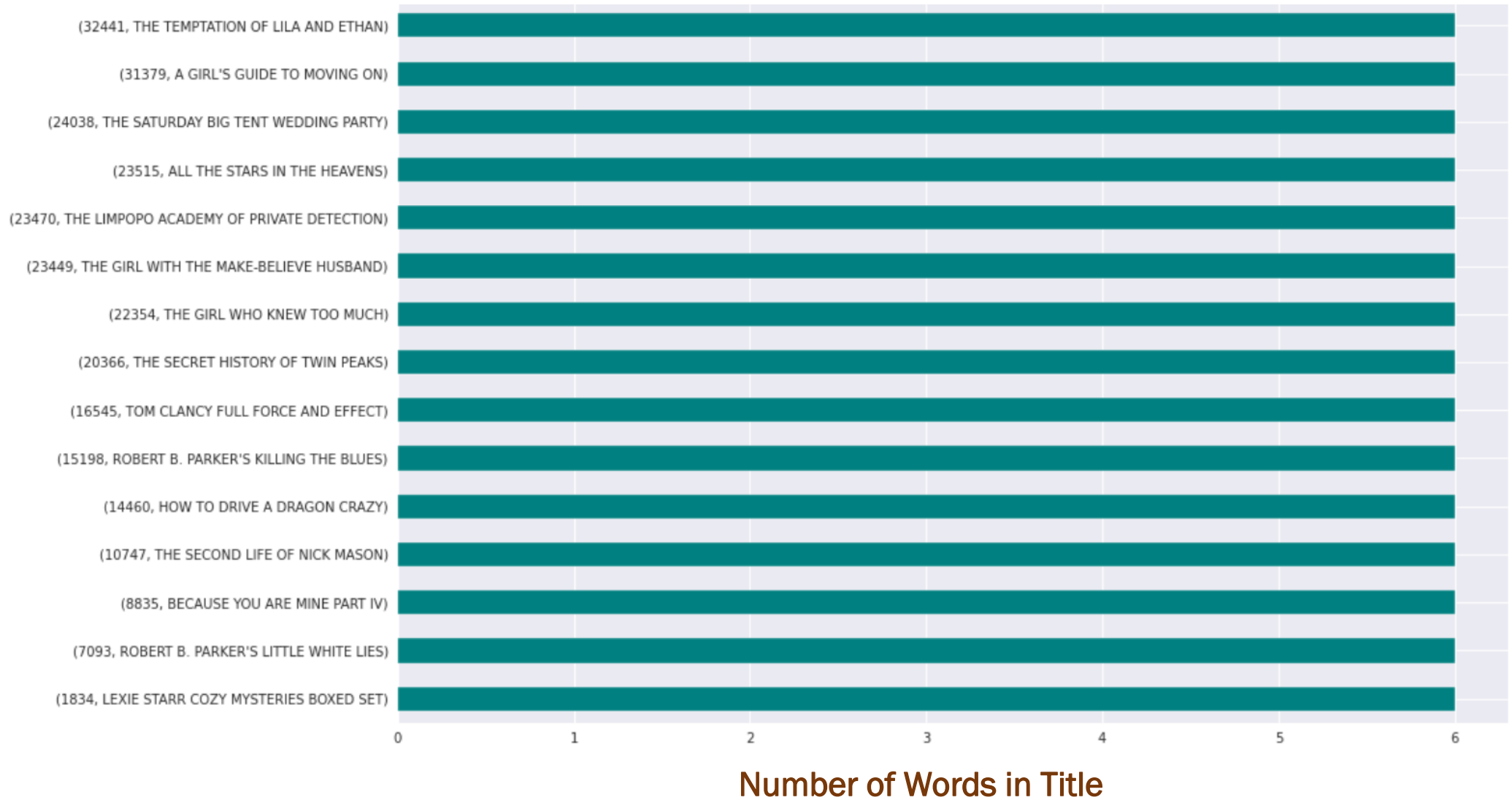


Number of Text Reviews for All Editions of a Book

Average = 4

recommendations

Review Counts for
all Editions
&
Titles



future considerations



More data from other existing datasets or scrapping webpages Google Books, Amazon



In-depth research on top features by using different type of modeling: regression

The background features a large, light-brown geometric shape, possibly a stylized letter 'A' or a triangle, set against a white background. Several thin, parallel lines in a light gray or blue color radiate from the center, creating a starburst or sunburst effect. The text 'THANK YOU' is centered over this background.

THANK
YOU