



Total sales

Total units sold

AVG book sale price

BOOK SALES (1306-2016)

Introduction

This analysis is descriptive, plus it explores key factors influencing book sales, including author ratings, genre performance, and pricing strategies. By examining trends across different publishing years and publishers, it provides actionable insights to help optimize revenue and enhance market presence in the competitive publishing industry.

Net Sales

\$1.93M

Units Sold

10M

Book Average Rating

4.00

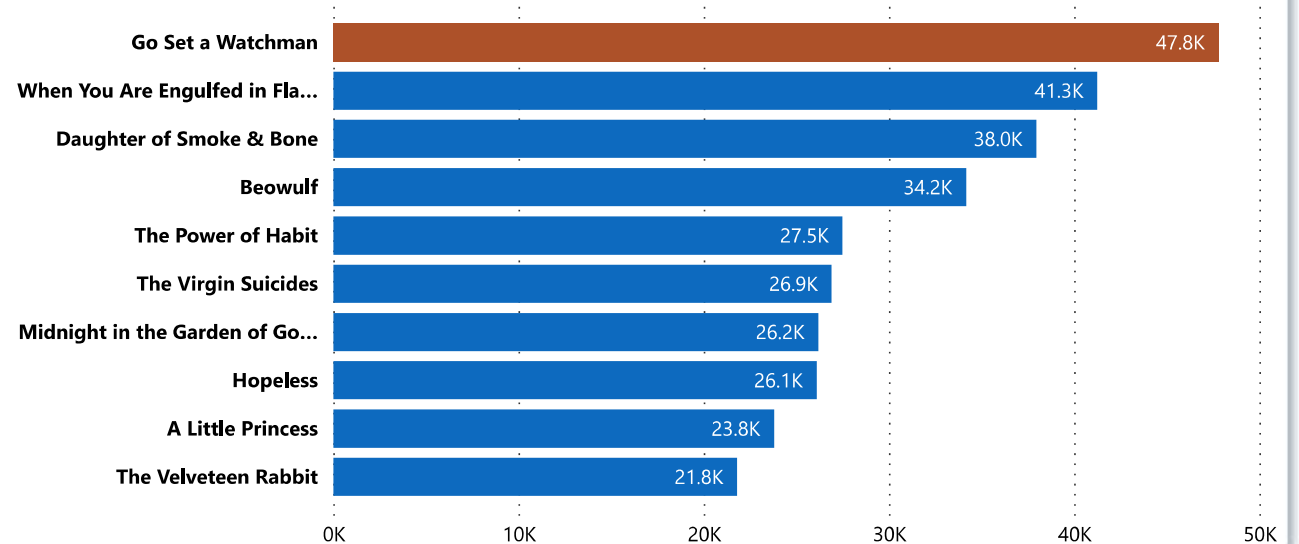
Book Average Price

\$4.85

Top 10 Rated books

Book Name	Sum of Book_average_rating
Words of Radiance	4.77
A Court of Mist and Fury	4.72
The Essential Calvin and Hobbes: A Calvin and Hobbes Treasury	4.65
The Way of Kings	4.64
Calvin and Hobbes	4.61
Queen of Shadows	4.60
The Hobbit and The Lord of the Rings	4.59
A Storm of Swords: Part 2 Blood and Gold	4.56
The House of Hades	4.54
Heir of Fire	4.53
The Complete Maus	4.53

Top 10 Grossing Books



SALES PERFORMANCE



Net Sales

\$1.93M



Units Sold

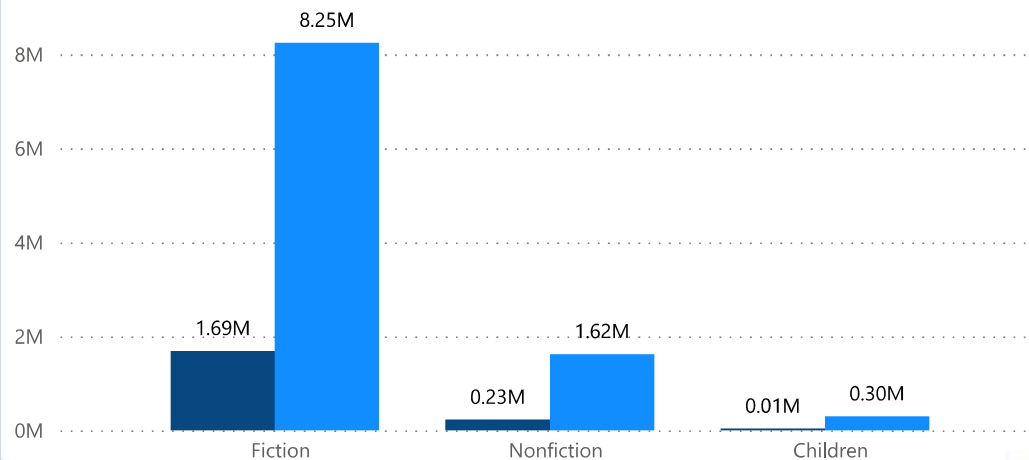
10M

Insights

- > \$1.98 million in sales was made within this period (1308-2016).
- > \$10 million units were sold within the same period.
- > Books on the fiction category generated more sales, and had more units sold, while the books on the 'Children' category had less units sold and consequently had less sales.
- > Most sales (\$135,434.17) was made in the year 2011, and Least (\$109.89) was made in 1826.

Gross sales and Units sold by genre

● Sum of gross sales ● Sum of units sold



Highest Grossing years

Publishing Year	Total sales	Gross Sales
2011	↑ \$127,763.77	
2008	↑ \$107,665.37	
2012	↗ \$92,435.27	
2015	↗ \$86,692.83	
2006	↗ \$84,589.66	
2009	→ \$64,696.38	
2003	→ \$60,511.05	
1995	→ \$59,445.91	
2010	→ \$53,771.32	
2004	↘ \$51,038.97	
2013	↘ \$48,313.03	
2007	↘ \$45,887.84	

Lowest grossing years

Publishing Year	Sum of gross sales
1826	▼ 109.89
1933	▼ 118.80
1308	▼ 124.74
1915	▼ 139.59
1847	▼ 149.49
1928	▼ 214.92
1848	▼ 331.89
1912	▼ 331.89
1320	▼ 354.22
1899	▼ 371.25
1599	▼ 392.04
1811	▼ 405.52

AUTHORS AND BOOKS PERFORMANCE



Books written in English language dominate this period.

Dominant languages



Spa
Fre
NI
Ara
Eng
En-us
En-ca
En-gb

Highest Grossing Author

Harper Lee
(\$47,795)

Highest rated Book

"Words of Radiance"
Brandon Sanderson

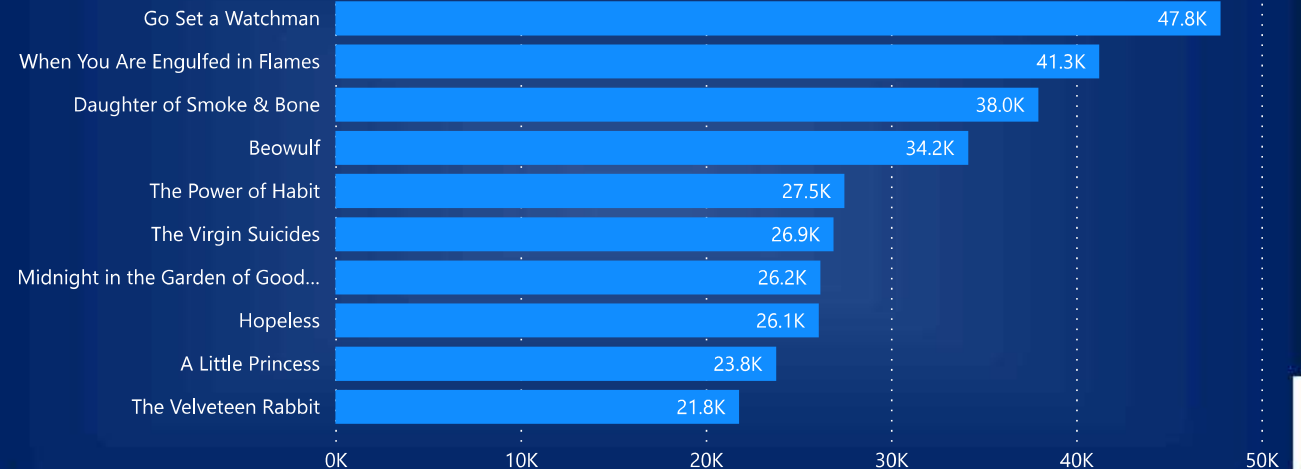
Highest Grossing Book

"Go Set a Watchman"
Harper Lee (\$47,795)

Highest Units Sold

"New Moon: The complete illustrated Movie Companion"
Mark Cotta Vaz (61,560 units)

Top 10 Grossing Books



Top 10 Rated Books

Author	Book Name	Book_average_rating
Brandon Sanderson	Words of Radiance	4.77
Sarah J. Maas	A Court of Mist and Fury	4.72
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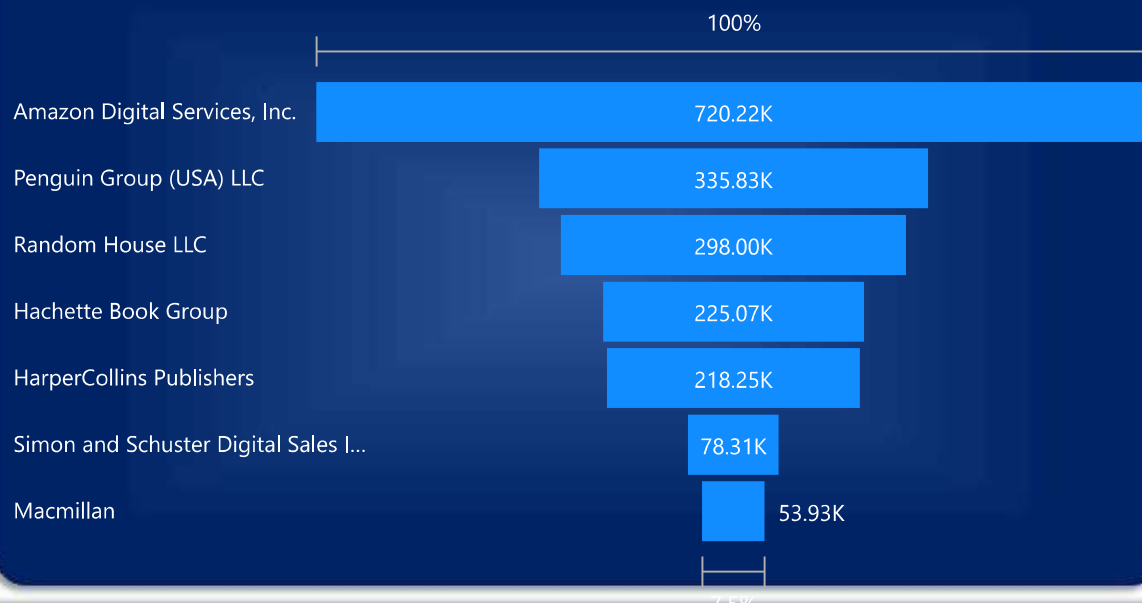
- > Amazon Digital Services Inc. published and sold more books than her counterparts.
- > Amazon Digital Services Inc. generated 36.76% of the sales realized within this period.
- > Amazon Digital Services Inc. generated 16.44% of the revenue allotted to publishers within this period.
- > Authors that were rated as being on the 'Intermediate' level generated the most revenue within this period.

PUBLISHER PERFORMANCE AND AUTHOR RATING

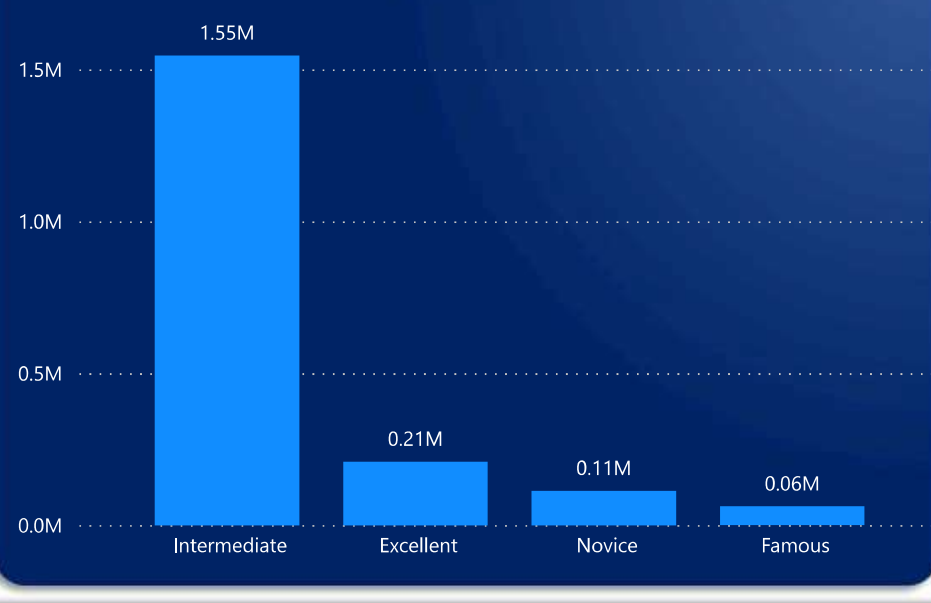
Publishers Performance

Publisher	Publisher revenue percentage	Percentage of Gross sales	Units Sold
Amazon Digital Services, Inc.	16.68%	▲ 37.32%	5,934,939
Penguin Group (USA) LLC	23.14%	■ 17.40%	914,131
Random House LLC	20.53%	■ 15.44%	1,313,958
Hachette Book Group	15.51%	▼ 11.66%	531,363
HarperCollins Publishers	15.04%	▼ 11.31%	638,286
Simon and Schuster Digital Sales Inc	5.40%	▼ 4.06%	501,928
Macmillan	3.72%	▼ 2.79%	334,929

Gross sales by Publisher



Gross sales by Author's Rating



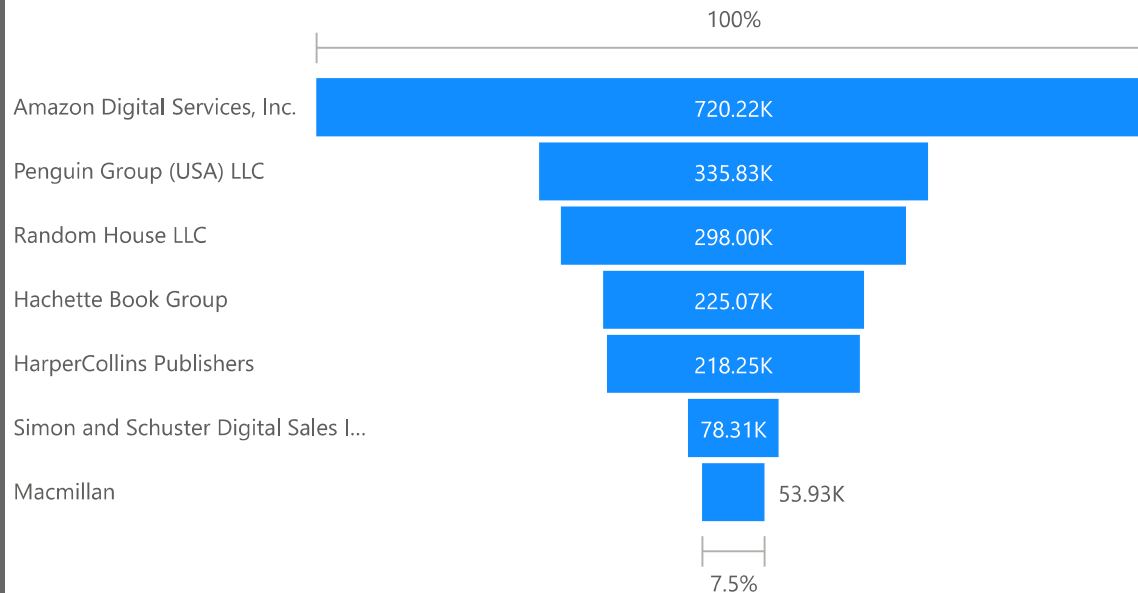


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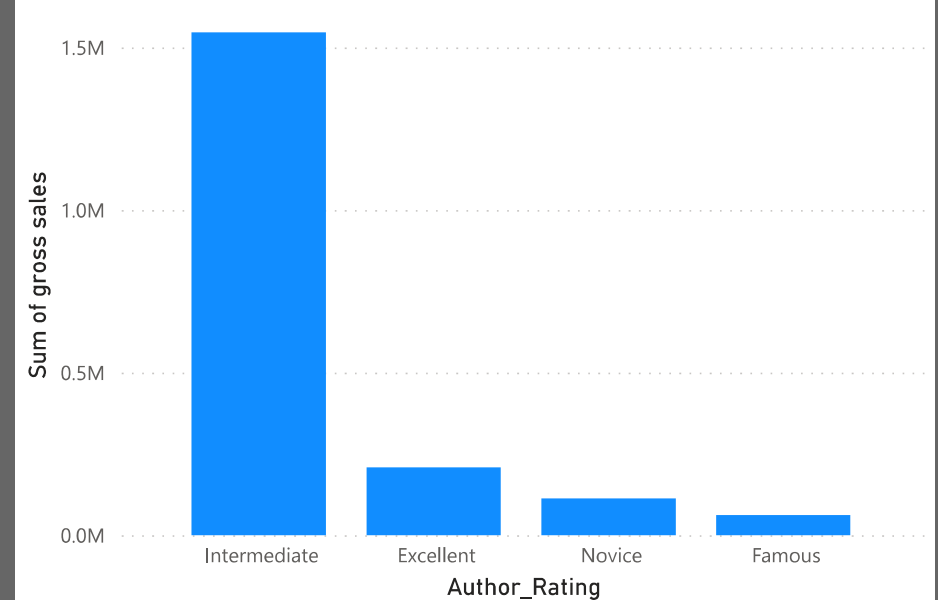
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Total	100.00%	100.00%	10,169,534

Sum of gross sales by Publisher



Sum of gross sales by Author_Rating



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Count of language_code
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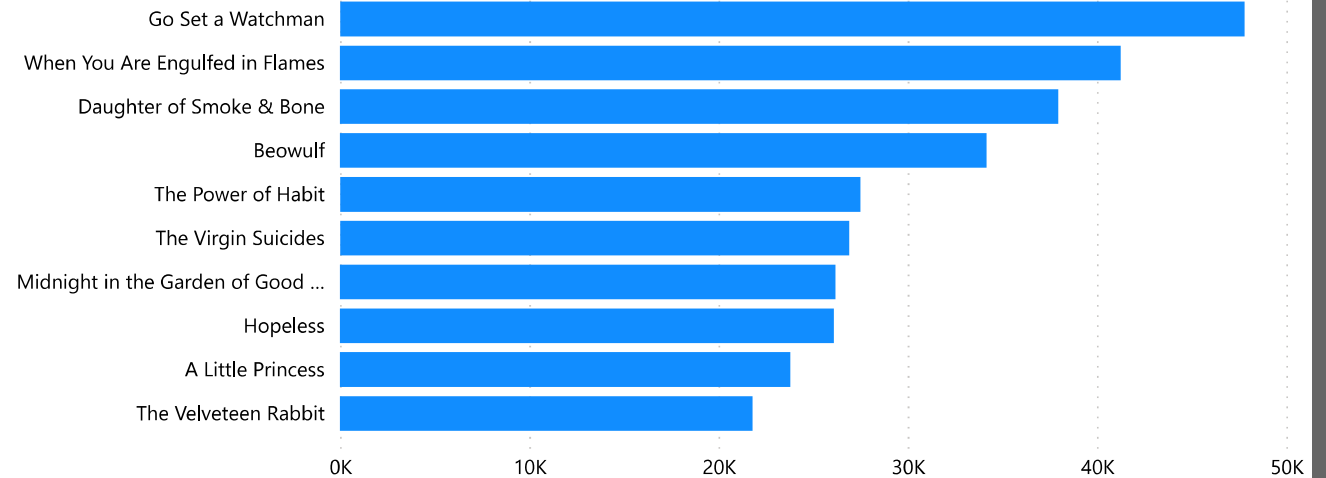
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