Slide 1: Introduction

Script:

"Hello, everyone. My name is Nicole, and I’m currently pursuing my Master’s in Data Analytics. I have a strong passion for leveraging data to uncover insights and solve real-world problems. For my capstone project, I focused on analyzing trends in book genres on Goodreads, specifically comparing the performance of Action and Romance genres. Let’s dive into the problem I sought to solve and the insights I uncovered."

Slide 2: Statement of the Problem and Hypothesis

Script:

"The problem I addressed in this study was understanding how Action and Romance genres perform in terms of reader engagement, measured by the number of reviews, and reader satisfaction, measured by average rating scores. My hypothesis was that Romance books would have higher engagement, meaning more reviews, but comparable ratings to Action books. This analysis is important because it provides publishers and authors with actionable insights to better target their audiences."

Slide 3: Summary of the Data-Analysis Process

Script:

"To analyze the data, I followed a structured process. First, I calculated key metrics such as average ratings, number of reviews, and book counts for each genre using descriptive statistics. Next, I grouped the data by genres and decades, which helped identify trends in reader engagement over time. I performed two-sample t-tests to compare the differences between Action and Romance genres, ensuring the results were statistically valid. Finally, I used line graphs and bar charts to visualize the trends, making it easier to interpret the results and highlight patterns in the data."

Slide 4: Outline of the Findings

Script:

"Let’s move on to the findings. Overall, Romance books significantly outperformed Action books in reader engagement, with an average of 11,505 reviews compared to 8,615 for Action. However, the average ratings for both genres were very similar, with Romance slightly ahead at 4.05 and Action at 4.04. Temporal trends showed that Romance books saw the most dramatic growth in reviews, peaking at nearly 24,000 reviews in the 2020s. Statistical tests confirmed these differences: the t-test for reviews showed a statistically significant difference, while the t-test for ratings showed no significant difference. This indicates that while reader engagement is higher for Romance, reader satisfaction is comparable across both genres."

Slide 5: Limitations of the Techniques and Tools

Script:

"While the analysis provided valuable insights, there were some limitations. Aggregating data by decades may obscure variability and outliers, which could provide additional context. Additionally, this dataset is based on Goodreads, which predominantly reflects English-speaking readers, limiting its generalizability to global audiences. Finally, the t-tests used assume normality, which may not hold perfectly for all data points, requiring further validation using non-parametric alternatives."

Slide 6: Summary of Proposed Actions

Script:

"Based on the findings, here are my recommendations. First, publishers should focus on promoting Romance books more aggressively, as they show strong and growing reader engagement. For Action books, strategies to boost visibility and attract more readers, such as bundling or targeted campaigns, are essential to narrow the gap in reviews. By implementing these actions, stakeholders can better align with reader preferences and improve market performance."

Slide 7: Expected Benefits

Script:

"The benefits of this analysis are substantial. For publishers, focusing on high-performing genres like Romance can lead to increased sales and market share, as evidenced by the 150% growth in reviews for Romance books between 2000 and 2020. Authors can use these insights to tailor their content to align with what readers want, ensuring higher engagement and satisfaction. Marketing teams can design data-driven campaigns that target genre-specific trends and capitalize on growing popularity. Overall, these actions can maximize profitability and reader impact."

Slide 8: Conclusion

Script:

"In conclusion, this study highlighted that Romance books lead in reader engagement, while Action books maintain steady but slightly lower engagement. By understanding these trends, publishers and authors can make better decisions about content creation and marketing strategies. Thank you for your time and attention. I’d be happy to answer any questions you have about the analysis or findings."