

Fiction sales analysis (exemplar)

After comparing the bookstore's fiction sales across four key genres, some trends have become evident. Using this information, we can find solutions to improve sales across all genres.

Revenue data

Quarter	Fantasy	Mystery	Romance	Historical
Q1	\$30,000	\$25,000	\$28,000	\$15,000
Q2	\$27,000	\$18,000	\$32,000	\$16,000
Q3	\$26,000	\$22,000	\$33,000	\$18,000
Q4	\$19,000	\$27,000	\$31,000	\$11,000
Annual	\$102,000	\$92,000	\$124,000	\$60,000

Potential solutions

Though sales for the fantasy and mystery genres were inconsistent, they both had their best quarters when there were special promotions. We had book signings from fantasy authors in the first quarter and decorated our store to promote mysteries in the fourth quarter. It's important that we continue to attract customer attention to each of these genres every quarter through events and promotions like our book signings, book clubs, and in-store decorations.

Promoting historical fiction

Furthermore, our lowest-performing genre, historical fiction, requires special attention. Possible approaches for increasing historical fiction sales include:

- Partner with local and national historical societies and museums to promote books.
- Write more blog posts on our website about historical fiction book releases, author interviews, and book giveaways.

Promoting mystery

Our next target should be mystery sales, which had the second-lowest annual revenue. Ideas for increasing mystery sales include:

- Host an online scavenger hunt with a discount on mystery books for those who complete it.
- Run a sale on all mystery books.
- Invite popular mystery book authors to participate in book talks at our bookstore.