

GOODREADS PRELIMINARY ANALYSIS

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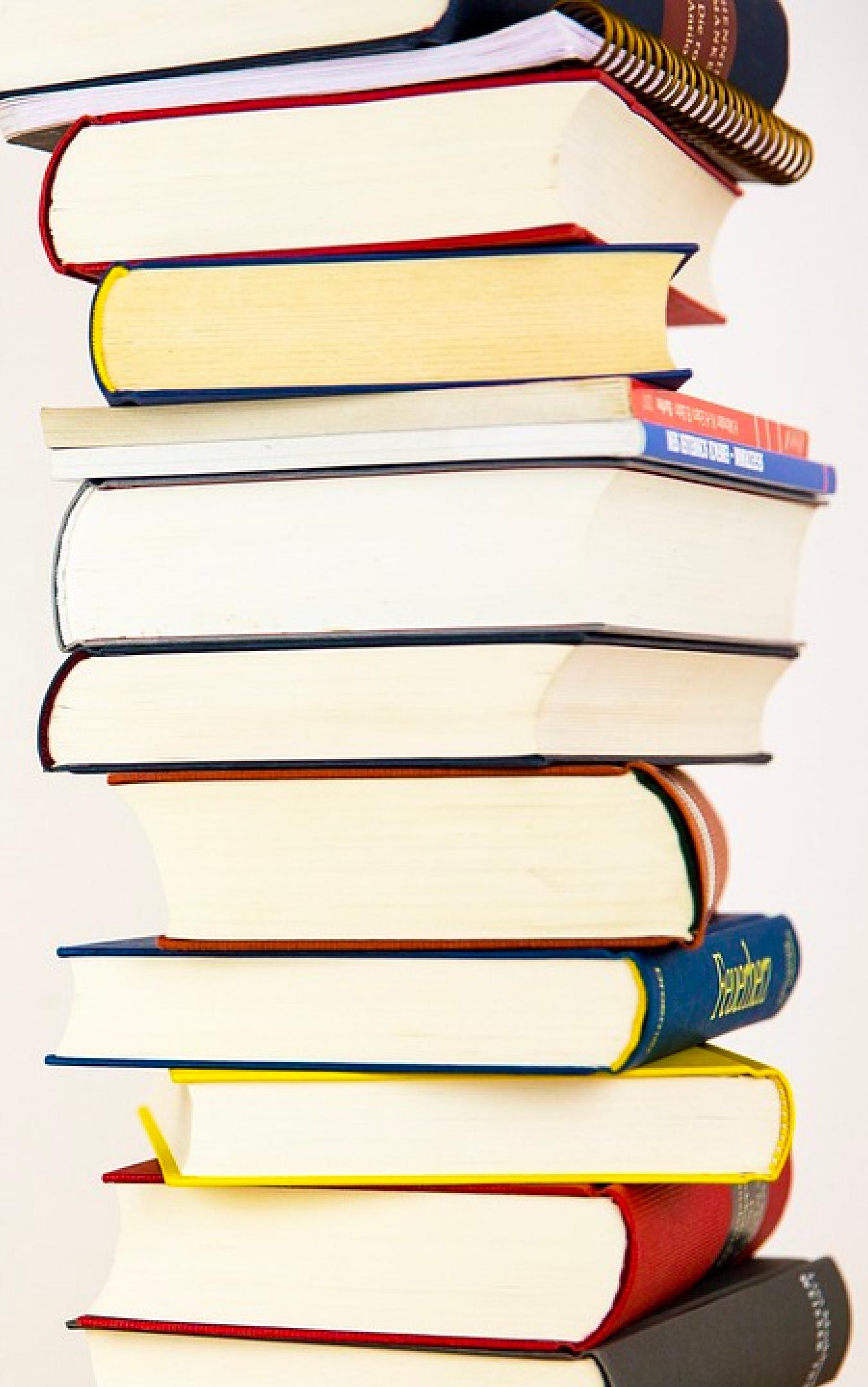


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Introduction

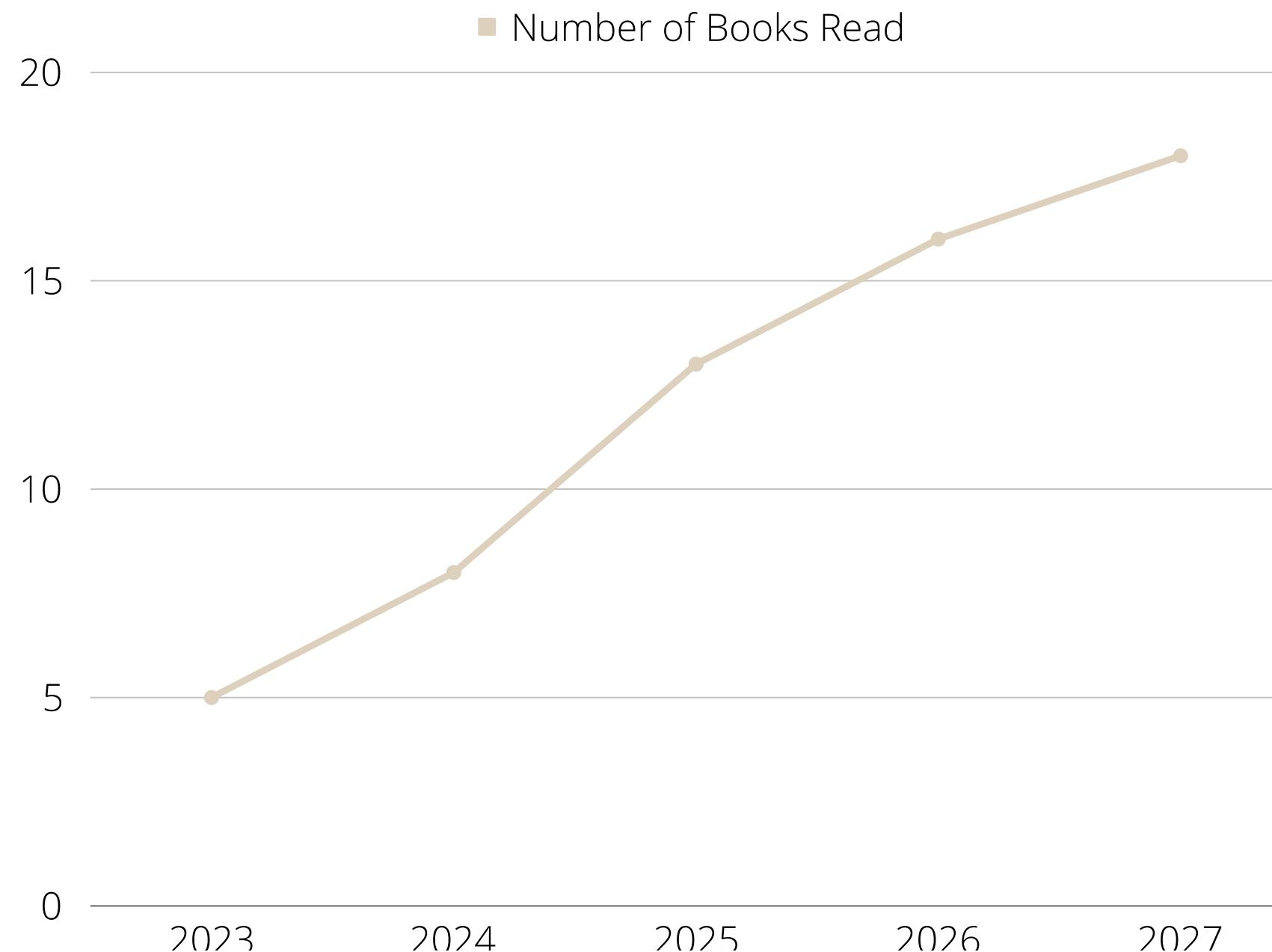
Goodreads is one of the largest websites for readers

It contains tons of information on books (ratings, descriptions, dates...)



Problem & Solution

- Problem: If you pick up a book you don't like, it can put you off reading for a long time.
- Solution: personalized book recommendations based on what you've enjoyed before.



Project Impact

- Make reading more popular
- Increase sales for bookstores
- Decrease screen time and increase reading time

Data Introduction



Next Steps...

Product 001

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Product 002

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