|  |  |  |  |
| --- | --- | --- | --- |
|  | Executive Summary Bookshop EDA |  |  |
|  |  | |  |
|  | **Product Description/Deliverable**  The exploratory analysis performed was intended to answer two key questions.  **Question 1: Do ratings impact sales and if so, which time of the year are sales better?**  In short, the data suggests that there is a correlation between average customer rating and book net sales. Specifically, net sales reach global minimums at the start of the year and reach global maximums in the month of August across rating dimensions.  **Question 2: Which genre has the most award-winning books and what were the sales for those books?**  The result for this inquiry is interesting as it is only considering those books which are award winning within the net sale population. Sci-Fi came in an easy first place for count of award-winning books with a resounding count of twenty-four thousand awards and about $350k in YTD net sales. These sales by genre may be viewed by month by simply hovering your computer mouse over the area chart visual of award by genre. Children’s genre came in second place with around six thousand awards. An interesting insight here is found in limiting genre and date inclusions. Bonus takeaway here is that insight can be gained from the dashboard provided into award winning book sales for key months by filtering out Sci-Fi.  **Dashboard Tutorial/Instructions**  **Data Sourcing.** The data is procured from the bookshop schema housed in the store’s database. Net sales is the dictated price (found in the edition table) minus discount (found in the sales table) upon purchase instance e.g. if the book costs ten dollars and the discount was ten cents, then the net sale amount was nine dollars and ninety cents.  **Tooltip Operation and Filter Control.** You may notice, if you hover your mouse over the presented visualization, it provides a pop-up view with a new visual. This pop-up visualization is to help provide further insight into the data being presented. The pop-up for net sales by average book rating (the top visual) provides insight into volume contributions by average rating. The filter provided for this visual is format. You may select different formats to see how they contribute to the store’s sales  The second visualization (at the bottom of the dashboard) provides the answer to the second stakeholder inquiry. Similarly, you can hover over the graph to learn further insights. The pop-up visual for this graph provides sale information by genre. The filters provided for these two visuals are: award name, genre, and date range.  \*Note: filters apply to both the visual at hand and their corresponding pop-ups.  **Conclusion.** The inquiries posed by the stakeholder are answered to the analysts’ satisfaction, please return this report with further inquiries and/or criticisms of the analysis performed. Here is the link to the new [tableau dashboard](https://public.tableau.com/views/BookstoreEDA/Questions1and2?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link) and the new ERD for the bookshop schema is provided alongside this document in the email. | |  |