

# **Project Report**

**By Team ID: Team- 591291**

**Team Size: 4**

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# 1) Introduction

## 1.1) Project Overview

The Top Mangas Data Analytics Project using Tableau aims to analyze and visualize data related to popular manga series, providing valuable insights into the preferences and trends of manga readers. Manga, a Japanese comic or graphic novel, has gained immense popularity worldwide, and understanding the factors that contribute to the success of a manga series can be valuable for publishers, authors, and enthusiasts.

## 1.2) Purpose

The purpose of this project is to leverage data analytics and Tableau, a powerful data visualization tool, to address the following objectives:

1. **Identify Trends:** Analyze the top manga series by genre, author, publication year, and other relevant attributes to identify trends and patterns in the industry.
2. **Audience Insights:** Understand the demographics and preferences of manga readers, allowing for targeted marketing strategies and content creation.
3. **Popular Genres:** Determine the most popular manga genres and sub-genres, helping publishers and authors make informed decisions about content creation.
4. **Author Analysis:** Evaluate the success of manga authors by analyzing factors

- such as series longevity, ratings, and sales.
- 5. **Rating and Reviews:** Examine the relationship between reader ratings, reviews, and manga popularity to assess the impact of reader feedback on a series' success.
  - 6. **Geographical Insights:** Explore regional preferences and differences in manga readership, aiding in localization and distribution decisions.
  - 7. **Content Localization:** Identify opportunities for translating and localizing successful manga series to reach a broader international audience.
  - 8. **Market Growth:** Assess the overall growth of the manga market and identify emerging trends that may impact future publishing decisions.

## 2) Literature Review

### 2.1) Existing Problem

The world of manga is vast and diverse, with thousands of titles being published regularly. Readers, publishers, and enthusiasts often struggle to identify the most popular and critically acclaimed manga titles. The existing problem is the lack of a comprehensive and easily accessible resource for tracking and analyzing the top manga titles based on various criteria such as popularity, genre, author, and more. This gap in information makes it challenging for manga fans and industry professionals to make informed decisions about what to read, publish, or promote.

### 2.2) References:

To understand and address the existing problem, it is essential to review relevant literature and data sources. Some key references for this project include:

- a. "MyAnimeList" (MAL): MyAnimeList is a popular online database that tracks anime and manga, and it provides user-generated ratings and reviews. It can serve as a valuable source of data for manga popularity and ratings.
- b. "Manga Publishers' Reports": Reports and statistics released by manga publishers can provide insights into top-selling titles and market trends.
- c. "Goodreads": While primarily a platform for book recommendations, Goodreads also includes manga titles and user reviews, which can be considered a valuable source of data for manga analysis.
- d. "The Manga Database": Academic and research-oriented databases that contain information on manga publications, authors, and genres.

## 2.3) Problem Statement Definition:

The problem this project aims to address is the lack of a centralized and user-friendly platform for analyzing and visualizing the top manga titles across various dimensions, such as popularity, genre, author, and more. This project will develop a Tableau-based solution to create an interactive and informative dashboard that enables users to:

1. a. Explore the top manga titles based on user ratings, reviews, and popularity metrics.
- b. Filter and sort manga titles by genre, author, and other relevant criteria.
- c. Visualize trends in manga popularity and reader preferences over time.
- d. Provide insights and recommendations for readers, publishers, and industry professionals looking to understand the manga landscape better.

By developing this Tableau project, we aim to provide a valuable resource for manga enthusiasts, industry stakeholders, and researchers to make data-driven decisions related to manga consumption, publication, and promotion.

## 3. IDEATION & PROPOSED SOLUTION

### 3.1) Empathy Map Canvas

This empathy map highlights the influence of social media on manga readers and the importance of diverse and relatable characters. The document concludes by mentioning the market popularity of certain manga titles and the discussions and interactions happening within the manga community

#### Who is the target audience for the empathy map canvas?

The target audience for the empathy map canvas is teams or individuals who want to empathize with a customer, user, or any person who is affected by their work. It is a framework designed to help document and discuss observations, assumptions, and gain more empathy for the people they serve. The canvas can be used by various professionals, such as product managers, designers, marketers, and researchers, who aim to understand the needs, wants, and emotions of their target audience in order to generate ideas, prioritize features, or make informed decisions.

#### What are the needs and dreams of manga readers?

Manga readers have a need for relatability, character development, and diverse main characters. They dream of anime adaptations, positive endings, and worldwide recognition for their favourite manga. They also express concern for the wellbeing of authors and appreciate the variety and engaging storytelling found in manga.

#### How does social media influence manga readers?

Social media plays a significant role in shaping the conversations, opinions, and experiences of manga readers. It provides a platform for fans to engage with their favourite manga and connect with like-minded individuals, but it also exposes them to both positive and negative influences that can impact their reading choices.

Template



## Empathy map canvas

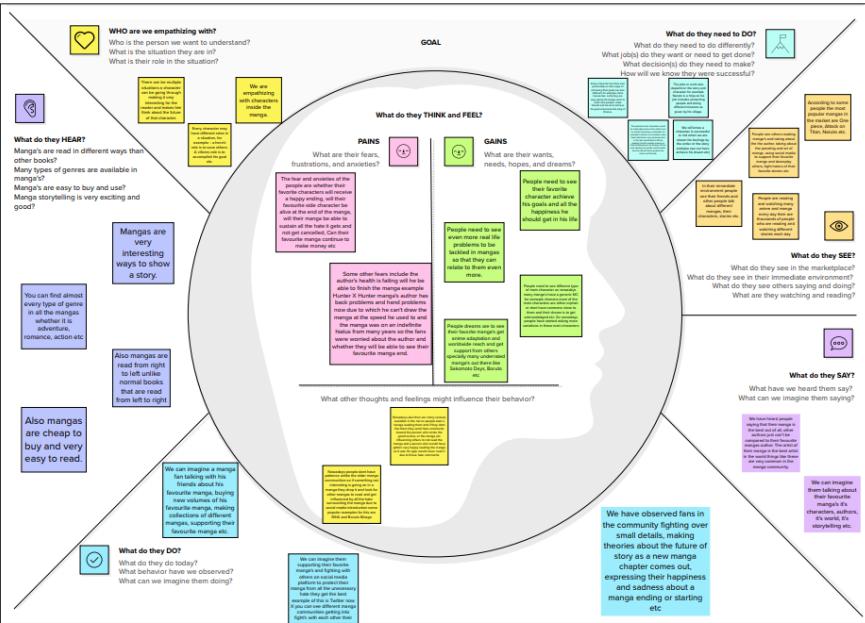
Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Originally created by Dave Gray at [XPLANE](#)

[Share template feedback](#)

**Develop shared understanding and empathy**

Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.



## 3.2) Ideation & Brainstorming

This discusses brainstorming and idea prioritization for analysing and visualizing data on top-selling manga. It highlights the importance of taking ideas and putting them into action to achieve true innovation. The document suggests various ideas for analysing the dataset, such as identifying trends in genre preferences by demographics, conducting sentiment analysis on manga reviews, analysing character archetypes and their popularity, studying the works of specific manga authors, and performing sales analysis. The priority is to find the top-selling manga to maximize the company's profit.

### What are some ideas for analyzing the dataset?

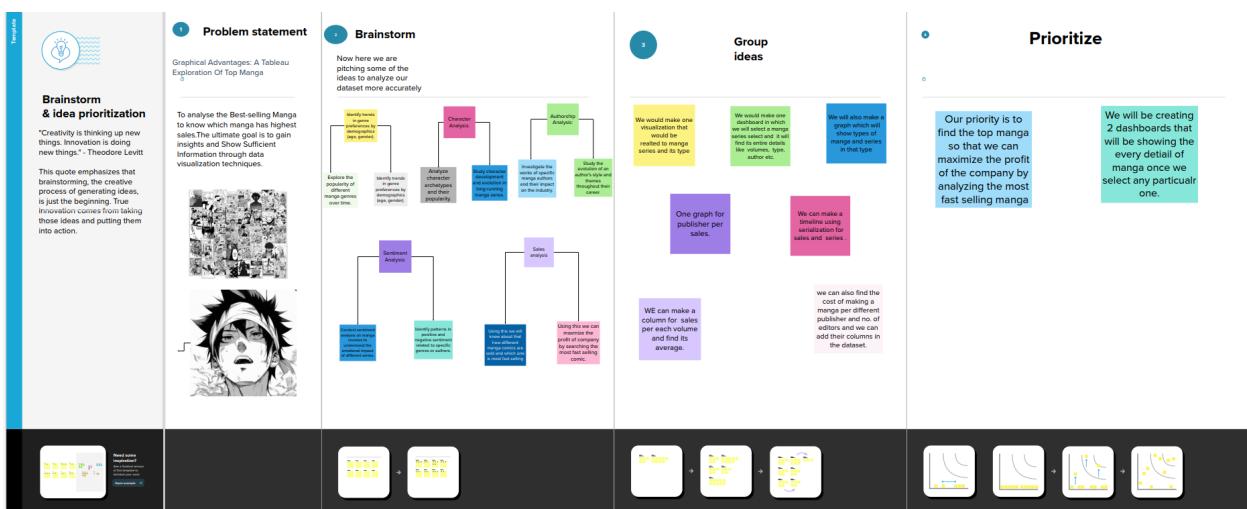
Some ideas for analyzing the dataset include identifying trends in genre preferences by demographics (age, gender), exploring the popularity of different manga genres over time, conducting sentiment analysis on manga reviews to understand the emotional impact of different series, analyzing character archetypes and their popularity, studying the works of specific manga authors and their impact on the industry, and performing sales analysis to determine the top-selling manga. Additionally, creating visualizations such as graphs for publisher per sales, sales per volume, and a timeline using serialization for sales and series can provide valuable insights.

What is the importance of brainstorming and idea prioritization?

The importance of brainstorming and idea prioritization lies in the process of generating innovative solutions and effectively utilizing resources. Brainstorming allows for the generation of a wide range of ideas, fostering creativity and exploration of different possibilities. It serves as a starting point for innovation. However, true innovation comes from taking those ideas and putting them into action. Idea prioritization helps in identifying the most promising and impactful ideas that align with the goals and objectives of a project or organization. By prioritizing ideas, resources can be allocated efficiently, ensuring that the most valuable and feasible ideas are pursued. This process helps in maximizing the potential for success and achieving desired outcomes.

What is the priority in analyzing the dataset?

The priority in analyzing the dataset is to identify the top-selling manga. By determining which manga has the highest sales, the company can maximize its profit. This involves conducting sales analysis to understand how different manga comics are sold and which ones are the most fast-selling. Additionally, exploring the popularity of different manga genres over time and identifying trends in genre preferences by demographics (such as age and gender) can provide valuable insights. The goal is to gain insights and show sufficient information through data visualization techniques, such as creating dashboards that display detailed information about selected manga series.



#### **4. REQUIREMENT ANALYSIS**

#### 4.1) Functional requirement

## MySQL:

1. MySQL is a popular open-source relational database management system (RDBMS).
  2. It is widely used for managing and organizing data in various types of applications.
  3. MySQL uses a structured query language (SQL) for database management and supports features like transactions and indexing.

### Tableau:

4. Tableau is a powerful data visualization and business intelligence tool.

5. It allows users to connect to various data sources, visualize data, and create interactive dashboards.
6. Tableau is known for its user-friendly interface, making it accessible to both technical and non-technical users for analyzing and interpreting data.

**Bootstrap:**

7. Bootstrap is a popular open-source front-end framework for developing responsive and mobile-first websites.
8. It provides a collection of pre-built design components (such as navigation bars, forms, buttons) and a responsive grid system.
9. Bootstrap simplifies web development by offering a consistent and flexible foundation for creating modern and visually appealing websites that work well on different devices and screen sizes.

#### 4.2) Non-Functional requirements

**Dataflow Diagrams (DFD):**

1. **Definition:** Dataflow diagrams are visual representations of how data moves through a system or process.
2. **Purpose:** They illustrate the flow of information within a system, showing how inputs are transformed into outputs through processes.
3. **Components:** DFDs typically include processes, data stores, data flows, and external entities.
4. **Notation:** Processes are represented by circles, data stores by rectangles, data flows by arrows, and external entities by squares.

**Dataset:** ○ **Definition:** A dataset is a collection of data that is organized in a specific way for easy use and analysis.

5. **Types:** Datasets can be structured or unstructured, and they may include various types of data such as text, numbers, images, or other formats.
6. **Use:** Datasets are used in statistical analysis, machine learning, data mining, and other data-related tasks to derive meaningful insights or train models.
7. **Examples:** Examples of datasets include spreadsheets, databases, CSV files, and collections of images.

**Planning Diagrams:** ○ **Definition:** Planning diagrams are visual tools used to represent the steps and components involved in planning a project or process.

8. **Purpose:** They help in organizing thoughts, identifying dependencies, and communicating the overall plan to stakeholders.
9. **Types:** Gantt charts, PERT charts, flowcharts, and mind maps are examples of planning diagrams, each serving different purposes in project planning.
10. **Features:** Planning diagrams often include tasks, timelines, dependencies, milestones, and responsible parties.

## 5. PROJECT DESIGN

### 5.1) Data Flow Diagrams & User Stories

A Data Flow Diagram (DFD) is a visual representation of the information flows within a system. It shows how data enters and leaves the system, what changes the information, and where data is stored. The document provides a DFD and user stories for a project called 'Graphical Advantages: A tableau Exploration of Top Manga'. The user stories include various functional requirements for different user types, such as searching for manga titles by genre, receiving recommendations based on reading history, managing favourite manga series, submitting reviews, and getting help when stuck. The document also mentions the priority and release plans for each user story.

#### What are the user stories for the 'Graphical Advantages: A tableau Exploration of Top Manga' project?

The user stories for the 'Graphical Advantages: A tableau Exploration of Top Manga' project are as follows:

##### 1. User Story Number:

USN-1 User Type: Customer (Mobile and web user) Functional Requirement (Epic): Visiting the website User Story / Task:

As a manga enthusiast, I want to search for manga titles by genre so that I can discover new manga to read.

##### 2. User Story Number:

USN-2 User Type: Customer (Mobile and web user) Functional Requirement (Epic): Visiting the website User Story / Task:

As a user with varying reading preferences, I want recommendations that adapt to my evolving taste in manga.

##### 3. User Story Number:

USN-3 User Type: Customer (Mobile and web user) Functional Requirement (Epic): Dashboard Tab User Story / Task: As a manga collector, I want to create and manage a list of my favorite manga series so that I can keep track of what I've read and what I want to read. 4. User Story Number:

USN-4 User Type: Customer (Mobile and web user) Functional Requirement (Epic): Dashboard Tab User Story / Task: As a manga fan, I want to research different publishers so I can select different publishers in the dashboard.

##### 1. User Story Number:

USN-5 User Type: Customer (Mobile and web user) Functional Requirement (Epic): Dashboard Tab User Story / Task: As a reviewer, I want to submit reviews for manga series and have them remain easily accessible, even with many reviews added over time.

##### 2. User Story Number:

USN-6 User Type: Customer Care Executive Functional Requirement (Epic): Dashboard Tab User Story / Task: As a manga enthusiast, I want to get a summary of top manga.

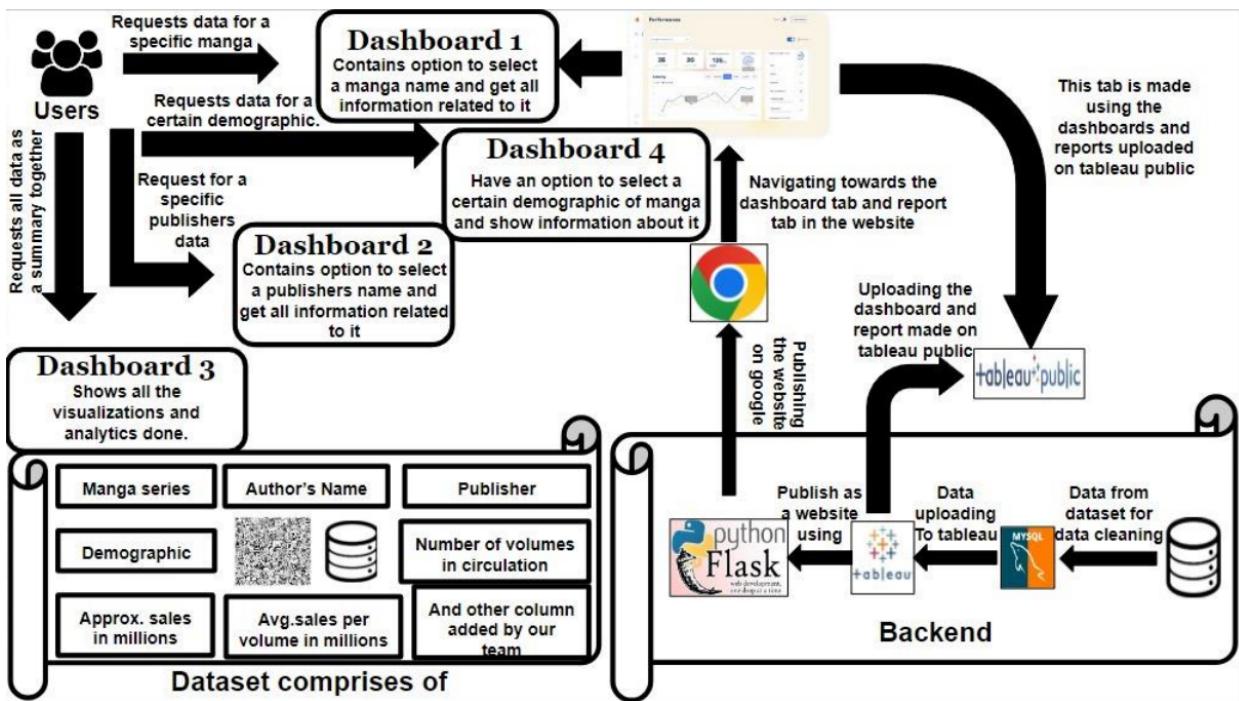
##### 3. User Story Number:

USN-7 User Type: Administrator Functional Requirement (Epic): Dashboard Tab User Story / Task: As an admin, I want to change the database and visualization regularly according to the latest changes.

##### 4. User Story Number:

USN-8 User Type: Customer (Mobile and web user) Functional Requirement (Epic): Dashboard Tab User Story / Task: As a site user, I want to get help when I am stuck.

These user stories cover various functional requirements and tasks for different user types in the 'Graphical Advantages: A tableau Exploration of Top Manga' project.



### User Stories

Use the below template to list all the user stories for the product.

User Type	Functional Requirement (Epic)	User Story Number	User Story / Task	Acceptance criteria	Priority	Release
Customer (Mobile and web user)	Visiting the website	USN-1	As a manga enthusiast, I want to search for manga titles by genre so that I can discover new manga to read.	The system should provide a search bar for entering keywords or selecting genres. Search results display manga titles filtered by the selected genre or keyword	Medium	Sprint-2
		USN-2	As a user with varying reading preferences, I want recommendations that adapt to my evolving taste in manga.	1. The system should provide manga recommendations based on my reading history. 2. Recommendations should adjust and scale with my changing preferences over time.	Low	Sprint-3
		USN-3	As a manga collector, I want to create and manage a list of my favorite manga series so that I can keep track of what I've read and what I want to read.	Users should be able to add manga titles to their favorites list and remove them as their wish.	Low	Sprint-3
	Dashboard Tab	USN-4	As a manga fan I want to research on different publishers so I can select different publishers in dashboard	We can create visualization through which we can get an idea about their publishers.	High	Sprint-1
		USN-5	As a reviewer, I want to submit reviews for manga series and have them remain easily accessible, even with many reviews added over time	1. The system should accept and display user reviews for manga series. 2. It should have a scalable review management system to ensure reviews remain accessible and organized as the database grows.	Low	Sprint-3

	Dashboard Tab	USN-6	As a manga enthusiast I also want to get a summary of top manga.	In that we can make a comprehensive dashboard for users so that they can easily understand the things.	High	Sprint-1
	Dashboard Tab	USN-7	As a manga enthusiast we want to know about the demographic features of a manga.	We can create visualization through which we can get an idea about their different manga demographics and also from this we can guess age of these manga enjoyers as these specific demographics are targeted for specific age groups and genders.	High	Sprint-1
Customer Care Executive		USN-8	As a site user I want to get help when I am stuck.	In that case you can talk to our customer care chatbot present on the site	Medium	Sprint-2
Administrator		USN-9	As an admin I want to change database and visualization regularly according to latest changes	This can be done using tableau public settings for checking database regularly and make changes accordingly.	High	Sprint-1

## 5.2) Solution Architecture

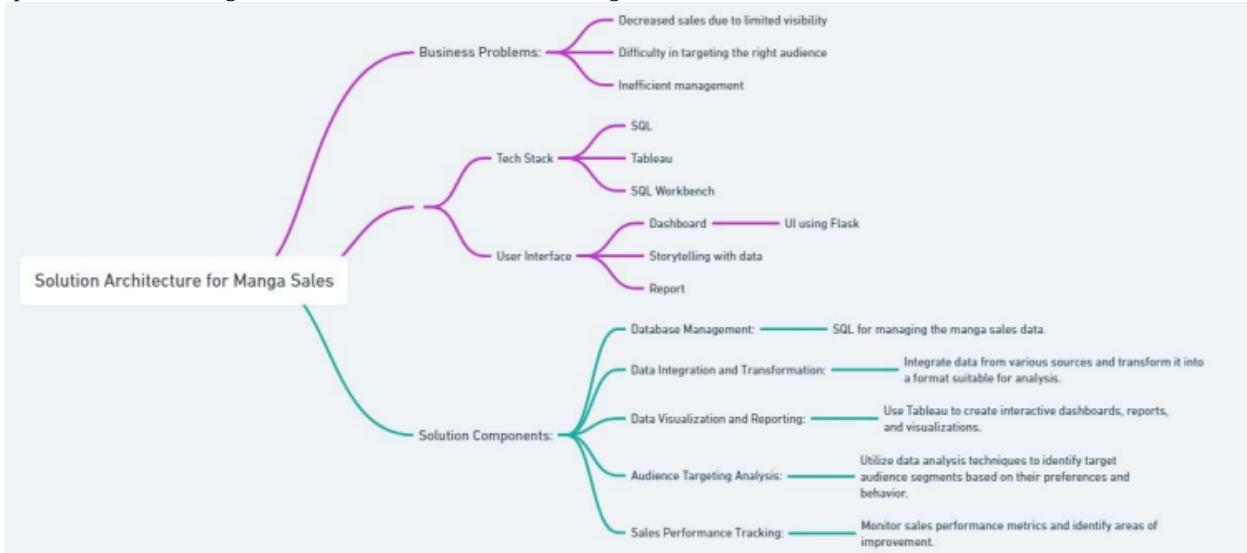
Solution architecture is a process that bridges the gap between business problems and technology solutions. It aims to find the best tech solution, describe the software's structure and behaviour, define features and development phases, and provide specifications for the solution.

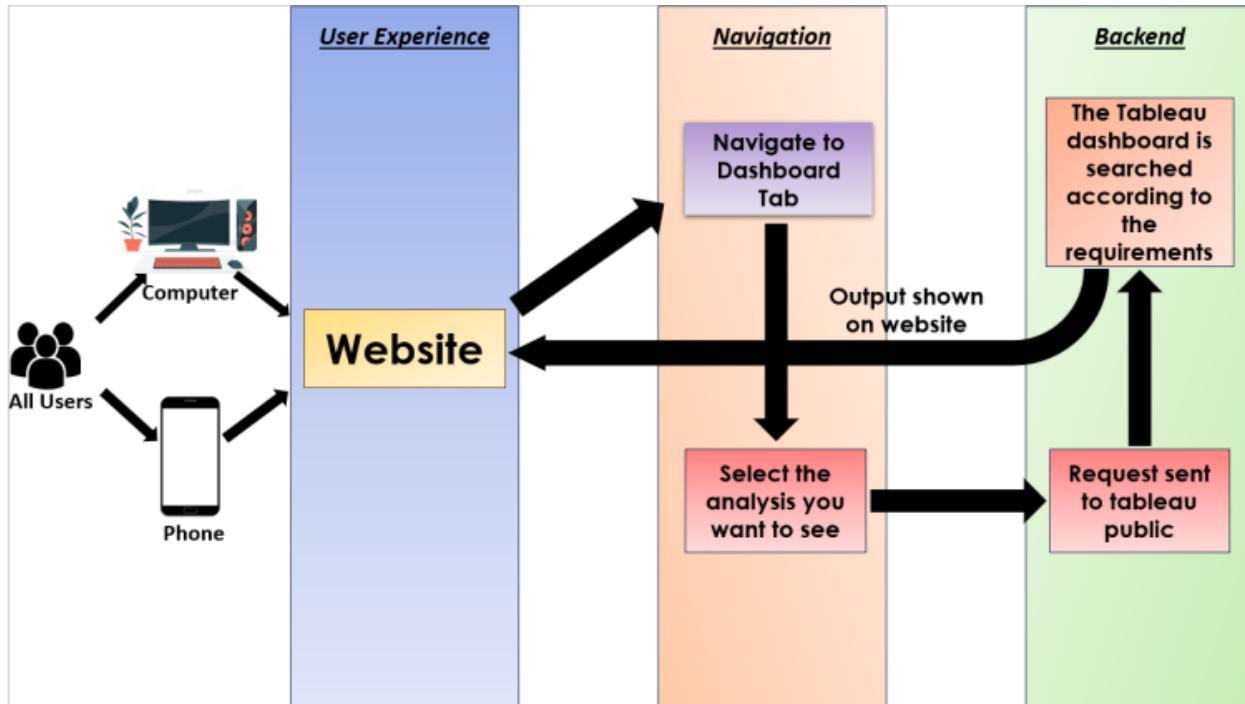
### What is the goal of solution architecture?

The goal of solution architecture is to bridge the gap between business problems and technology solutions. It aims to find the best tech solution to solve existing business problems, describe the structure and behaviour of the software to project stakeholders, define features and development phases, and provide specifications for the solution.

### What does solution architecture define?

Solution architecture defines the structure, characteristics, behavior, and other aspects of the software to project stakeholders. It also defines the features, development phases, and solution requirements. Additionally, it provides specifications according to which the solution is defined, managed, and delivered.





## 6. PROJECT PLANNING & SCHEDULING

### 6.1) Technical Architecture

The document provides information on the technology stack and architecture for the Project Design Phase-II. It includes a technology stack diagram and tables outlining the components and technologies used, as well as the application characteristics. The technology stack includes components such as user interface, data pipeline, data warehouse, data lake, data modeling, data visualization, statistical analysis, reports and dashboard, data governance, data quality management, and metadata management. The application characteristics define the purpose, data source, data integration, data volume, data variety, data quality, interpretability, and user-friendliness of the project. The technologies mentioned include Tableau, Excel, SQL, SQL workbench, and Flask, HTML, CSS, JS.

#### What technologies are used for data visualization?

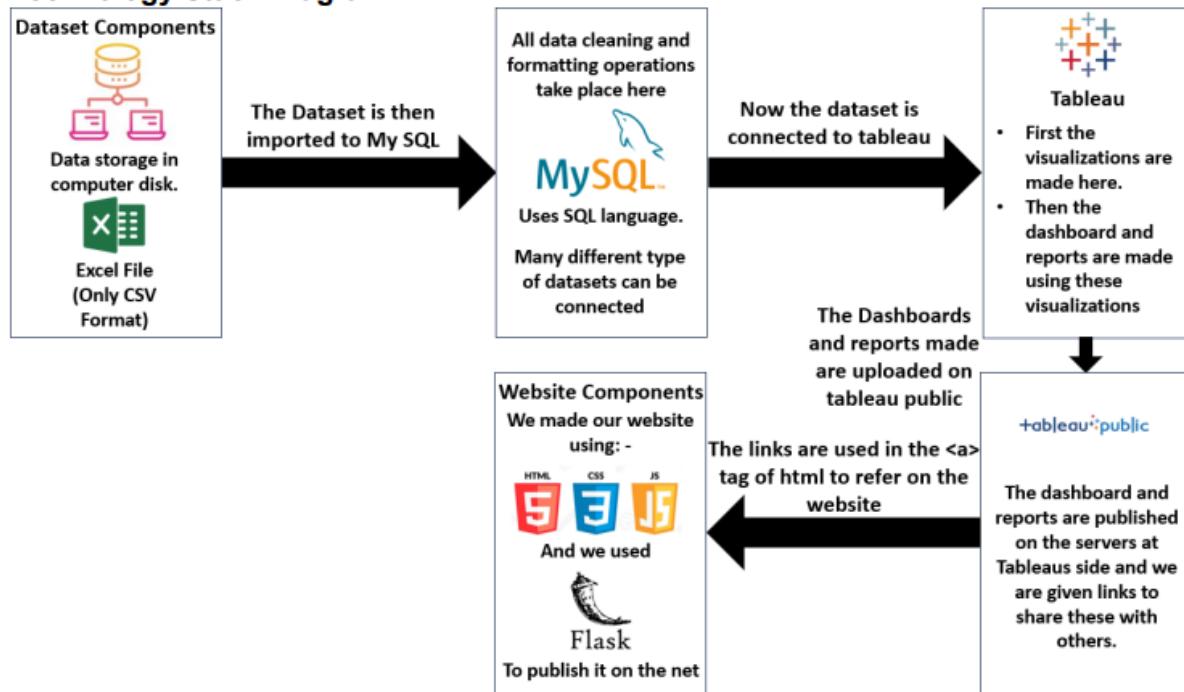
The technologies used for data visualization in the Project Design Phase-II are Tableau, Excel, and Dashboard.

#### What components are included in the technology stack?

The components included in the technology stack are as follows: 1. User Interface 2. Data Pipeline 3. Data Warehouse 4. Data Lake 5. Data Modelling 6. Data Visualization 7. Statistical Analysis 8. Reports and Dashboard 9. Data Governance 10. Data Quality Management 11. Metadata Management

Rest is being shown in the diagram below

## Technology Stack Diagram: -



## 6.2) and 6.3) Sprint Planning & Estimation /Sprint Delivery Schedule

Project planning template is for a project called 'Graphical Advantages: A Tableau Exploration of Top Manga'. It includes the product backlog, sprint schedule, and estimation, as well as the project tracker, velocity, and burndown chart. The project aims to create a website for manga enthusiasts, providing features such as searching for manga titles by genre, personalized recommendations, managing favourite manga series, researching publishers, submitting reviews, and getting a summary of top manga. It primarily focuses on project planning, sprint schedules, user stories, story points, and project tracking.

### What is the duration and start/end dates for each sprint?

Sprint-1: - Duration: 14 days - Start Date: 27 Oct 2023 - End Date (Planned): 10 Nov 2023 - Story Points Completed (as on Planned End Date): 33.3 - Sprint Release Date (Actual): Not specified

Sprint-2: - Duration: 10 days - Start Date: 11 Nov 2023 - End Date: 21 Nov 2023 Sprint-3: - Duration: 10 days - Start Date:

22 Nov 2023 - End Date: 2 Dec 2023

Please note that the actual release date for Sprint-1 is not mentioned in the provided context. Rest is being shown in the diagram below

#### **Product Backlog, Sprint Schedule, and Estimation (4 Marks)**

Use the below template to create product backlog and sprint schedule

Sprint	Functional Requirement (Epic)	User Story Number	User Story / Task	Story Points	Priority	Team Members
Sprint-2	Visiting the website	USN-1	As a manga enthusiast, I want to search for manga titles by genre so that I can discover new manga to read.	2	Medium	Not Assigned
Sprint-3	Recommendations Tab	USN-2	As a user with varying reading preferences, I want recommendations that adapt to my evolving taste in manga.	3	Low	Not Assigned
Sprint-3	Favorite Tab	USN-3	As a manga collector, I want to create and manage a list of my favorite manga series so that I can keep track of what I've read and what I want to read.	3	Low	Not Assigned
Sprint-1	Dashboard Tab in Website	USN-4	As a manga fan I want to research on different publishers so I can select different publishers in dashboard	1	High	All members
Sprint-3	Reviewer Tab	USN-5	As a reviewer, I want to submit reviews for manga series and have them remain easily accessible, even with many reviews added over time	3	Low	Not Assigned
Sprint-1	Dashboard Tab	USN-6	As a manga enthusiast I also want to get a summary of top manga.	1	High	All members
Sprint-1	Dashboard Tab	USN-7	As a manga enthusiast we want to know about the demographic features of a manga.	1	High	All members
Sprint-2	Customer Care Tab	USN-8	As a site user I want to get help when I am stuck.	2	Medium	Not Assigned
Sprint-1	Administrator Access	USN-9	As an admin I want to change database and visualization regularly according to latest changes	1	High	All members

#### **Project Tracker, Velocity & Burndown Chart: (4 Marks)**

Sprint	Total Story Points	Duration	Sprint Start Date	Sprint End Date (Planned)	Story Points Completed (as on Planned End Date)	Sprint Release Date (Actual)
Sprint-1	33.3	14 Days	27 Oct 2023	10 Nov 2023	33.3	10 Nov 2023
Sprint-2	33.3	10 Days	11 Nov 2023	21 Nov 2023	33.3	21 Nov 2022
Sprint-3	33.4	10Days	22 Nov 2022	2 Dec 2023	33.3	2 Dec 2023

## **7) Coding and solutioning**

### **7.1)Features**

#### **1)Feature 1**

We have made a dashboard about different mangas in which we will firstly select a manga series and we will get information related to it like its sales in first 5 years, last 5 years etc,

#### **2)Feature 2**

We have made another dashboard which is related to publishers. In this we will select a publisher and get information related to it like its sales and reviews.

#### **3)Feature 3**

We also have a combined dashboard. We have also shown that how profit is earned in industry by using our story by taking various parameters from the dataset like ratings and sales. In the website we have given examples of some of the manga that we like the most.

## 7.2) Database Schema

We used a .csv file to transfer data into MySQL. And then we expanded the dataset readily available. We researched a lot about them and then using excel formulas made our final dataset and then transferred into MySQL.

## 8) Performance Metrics

S.No.	Parameter	Screenshot / Values
1.	Dashboard design	No of Visualizations / Graphs – 30-35 visualizations, 5 Dashboards (2 Manga Dashboard, 2 for Publisher Data and 1 for combined data of both). Each Dashboard have filters through which data in KPI's changes and some visualization changes.
2.	Data Responsiveness	Fast Responsiveness nearly 2-3 sec at max.
3.	Amount Data to Rendered (DB2 Metrics)	46.7 KB of data in total is in the dataset.
4.	Utilization of Data Filters	Used filters related to demographic, publisher and manga columns to make KPI's .
5.	Effective User Story	No of Scene Added – 5 Dashboards and 1 story and the website have a About, Home and Contact Page too.
6.	Descriptive Reports	No of Visualizations / Graphs – 30-35 visualizations, 5 Dashboards (2 Manga Dashboard, 2 for Publisher Data and 1 for combined data of both).

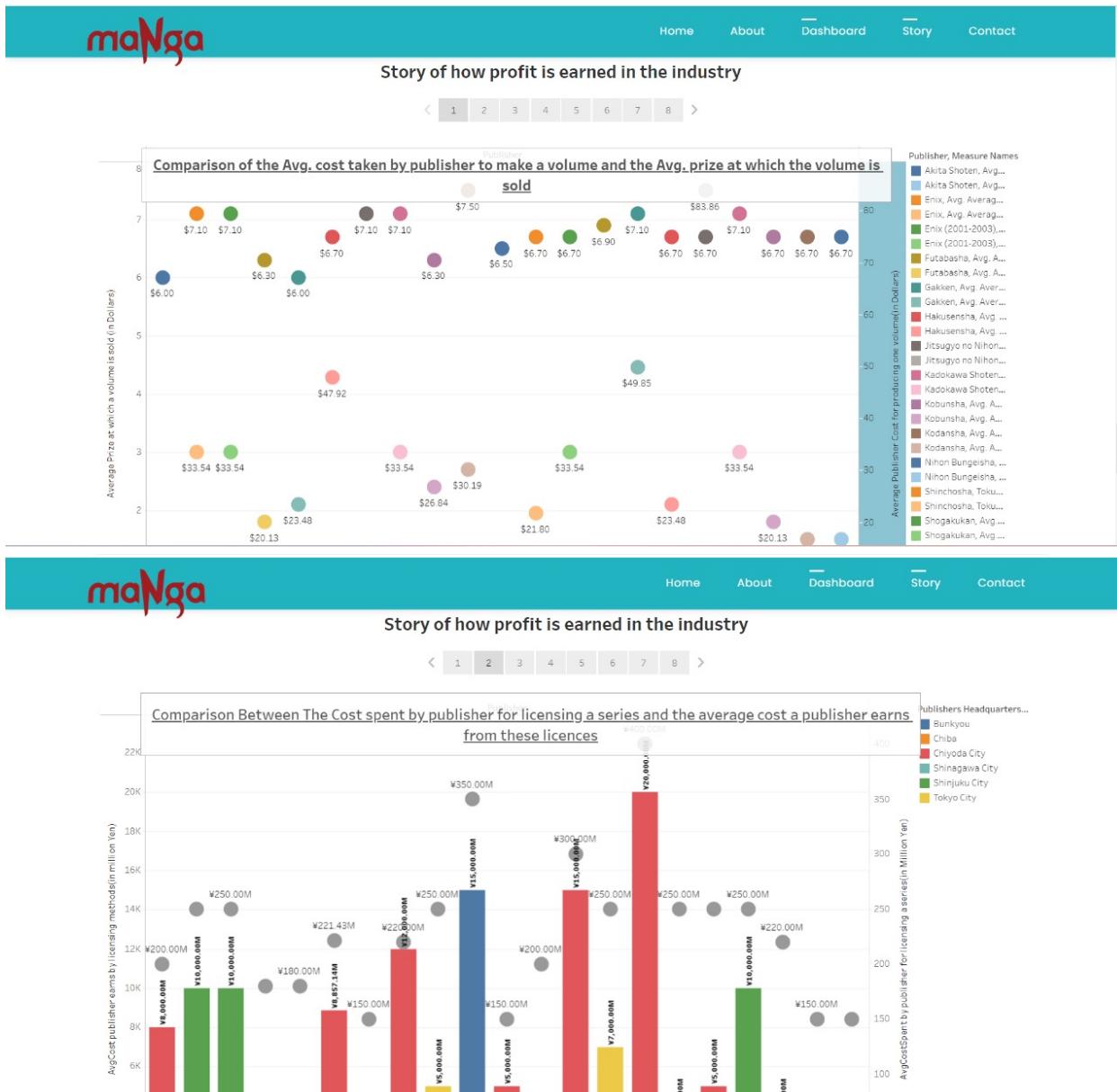
## 9. Results: -

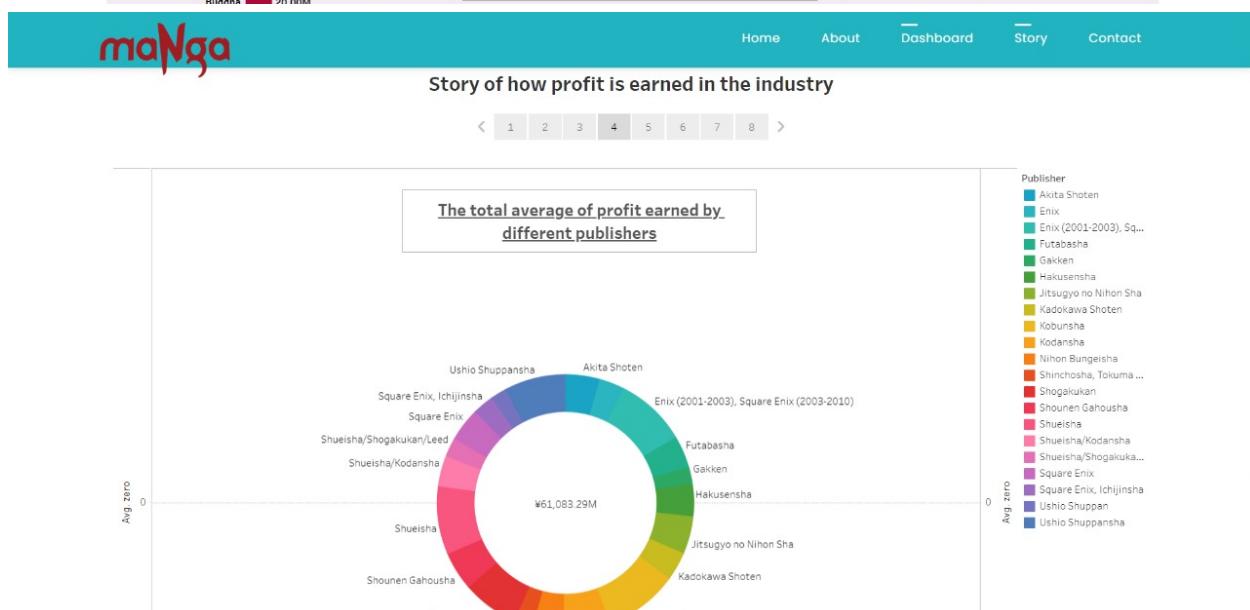
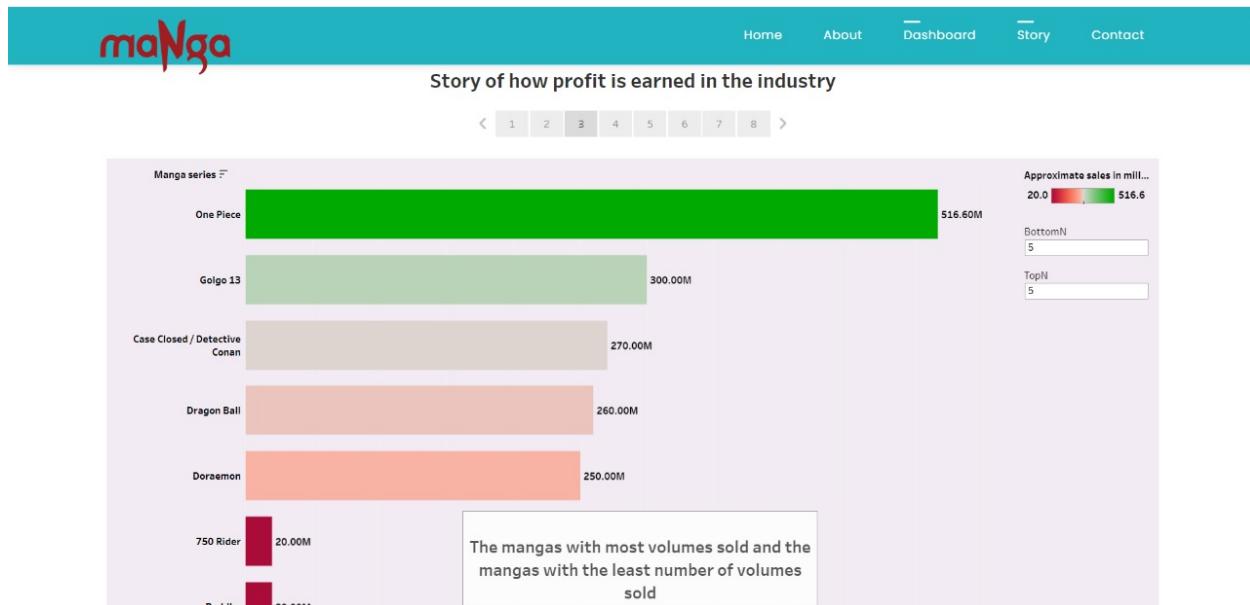
### 9.1) Output Screenshots

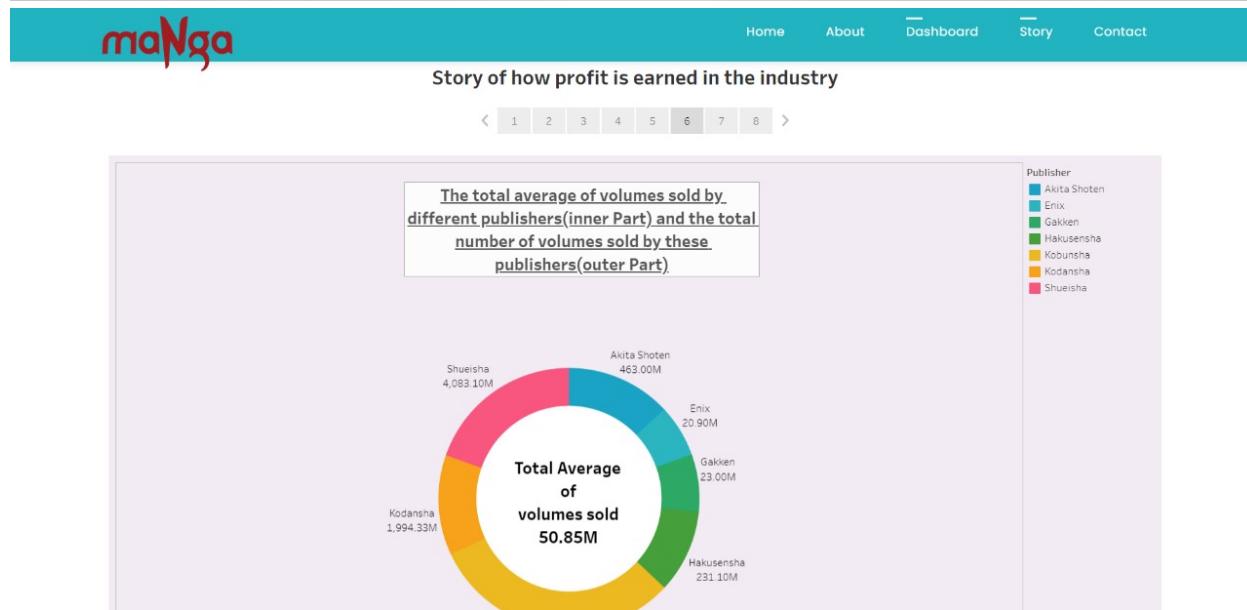
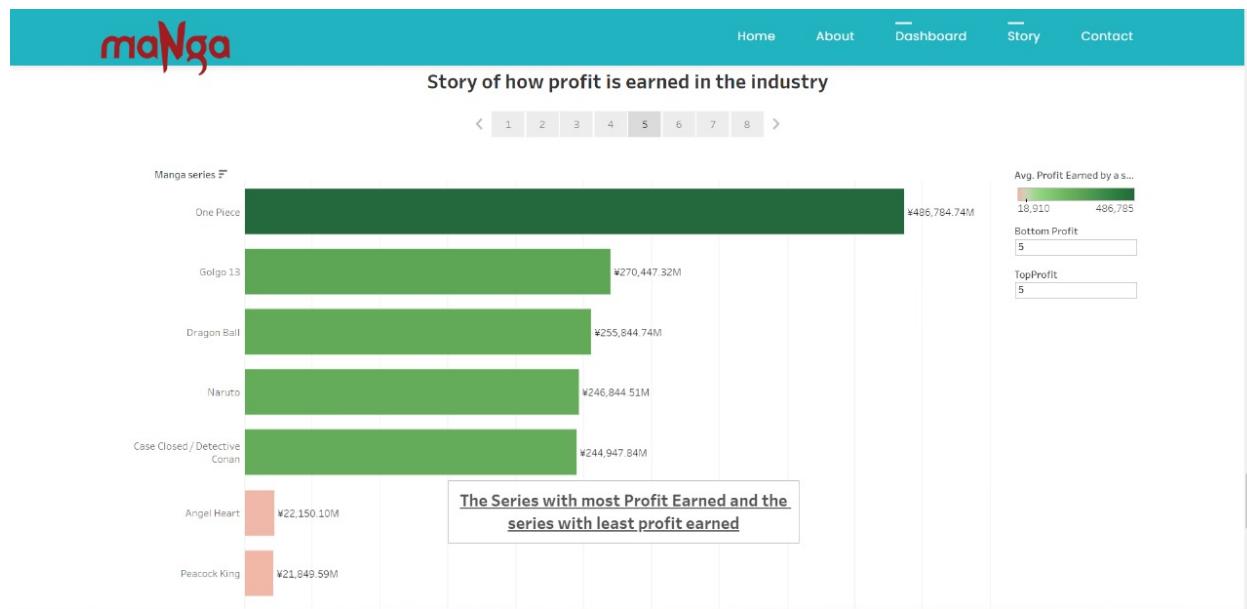
## 1. Stories

### The Story

We have made the story in a way that first it shows the comparison between the price to make a volume of manga and the prize at which it is sold and then taking other things in consideration like licensing, sales etc showing how the publisher earns profit from these mangas and then showing the comparison between series that create the most profit and the least profit.



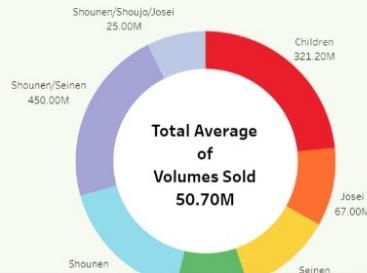




## Story of how profit is earned in the industry

< 1 2 3 4 5 6 7 8 >

The total average of volumes sold for different demographics(inner Part) and the total number of volumes sold in these demographics(outer Part)



Demographic

- Children
- Josei
- Seinen
- Shoujo
- Shounen
- Shounen/Seinen
- Shounen/Shoujo/Josei

## Story of how profit is earned in the industry

< 1 2 3 4 5 6 7 8 >

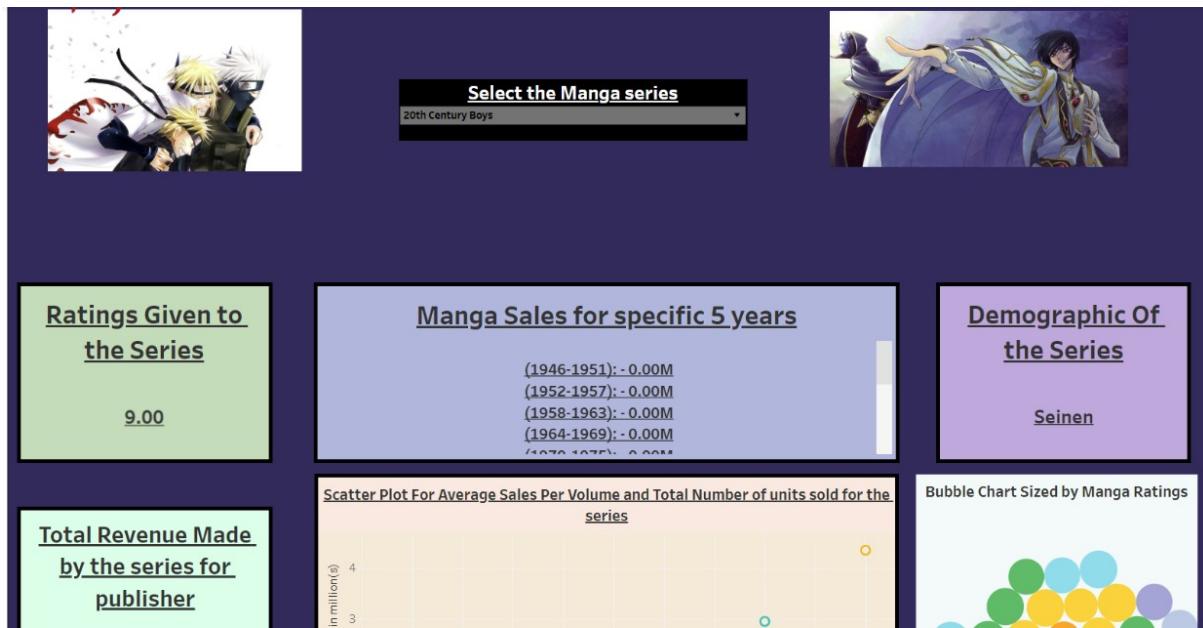
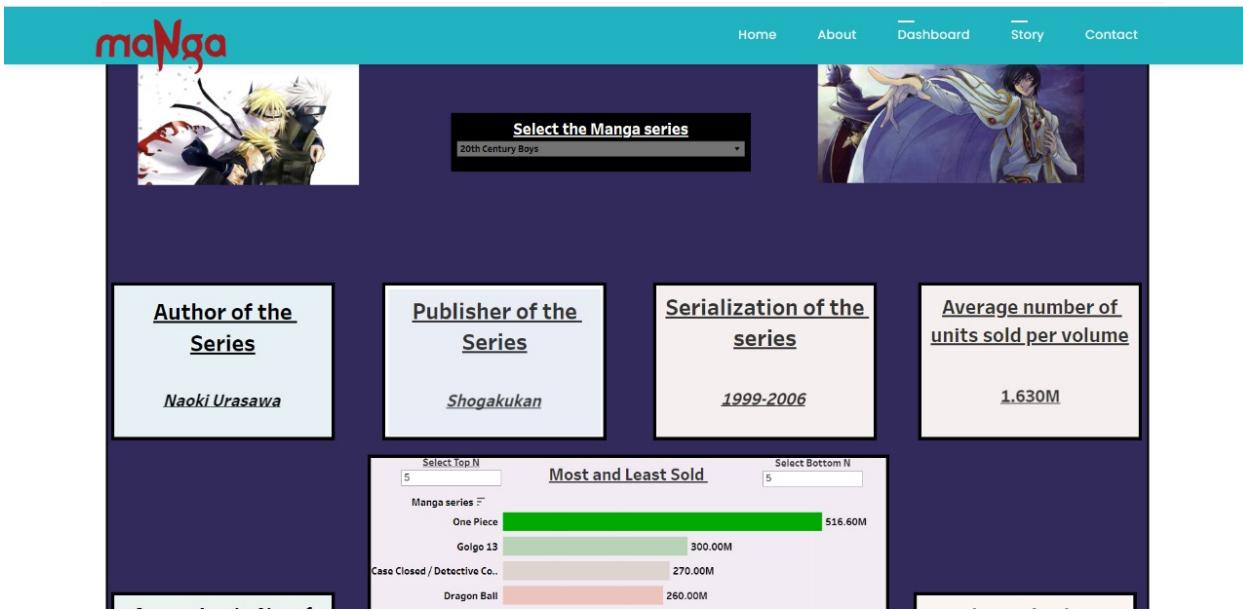
Average number of volumes sold by publisher Per Series



Publisher

- Akita Shoten
- Enix
- Gakken
- Hakusensha
- Kodansha
- Shueisha

## 2.Dashboard



**maNga**

SHUEISHA

小学館 SHOGAKUKAN

光文社 kobunsha

Select The Publisher  
Futabasha

HAKUSENSHA STONINGGATOSTIA

FUTABASHA Gakken

Publisher Rating  
4,300

Average Cost spent by publisher for producing one volume  
¥3,000,000 OR \$20.13

Average Cost at which a volume is sold by the publisher  
¥800.00 OR \$6.300

Publisher Headquarters  
Shinjuku City

No. of Volumes sold for specific years

(1890-1909): - 0.00M
(1910-1920): - 0.00M
(1921-1931): - 0.00M
(1932-1942): - 0.00M
(1943-1953): - 2.79M
(1954-1964): - 5.00M

Average Cost Spent by publisher to make 50000 Volumes

Average cost earned through merchandise and toys sales of the series

**maNga**

Dashboard 2

集英社 SHUEISHA

KODANSHA

小学館 SHOGAKUKAN

光文社 kobunsha

Select The Publisher  
Kodansha

白泉社 HAKUSENSHA

少年画報社 SHONENGAHOSHA

FUTABASHA Gakken

Average Cost Spent By Publisher for licensing different series  
¥350.00M OR \$2.35M

Average Revenue earned by the publisher per series  
¥53,889.097M OR \$406,431M

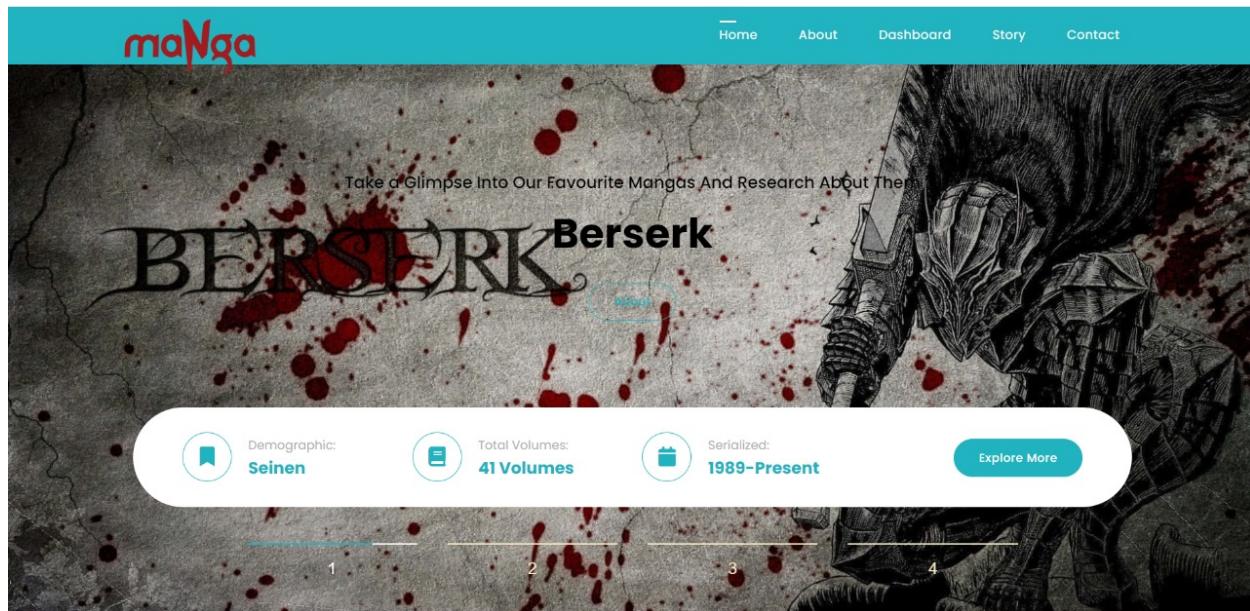
Average Cost Earned by publisher through it's series except merchandises and toys  
¥15.00B OR \$0.10B

Total Number of Volumes Collected by different publisher for different demographic

Average Sales per volume per manga series  
10.00M



## Some stills from the website



Take a Glimpse Into Our Favourite Mangas And Research About Them

## Tokyo Ghoul

[ABOUT](#)

Demographic:  
**Seinen**



Total Volumes:  
**30 Volumes**



Serialized:  
**2011-2018**

[Explore More](#)

1



2



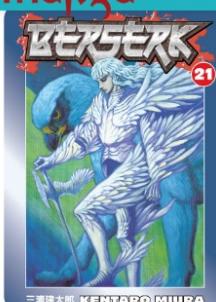
3



4

**BERSERK**

By Kentaro Miura

[About](#)

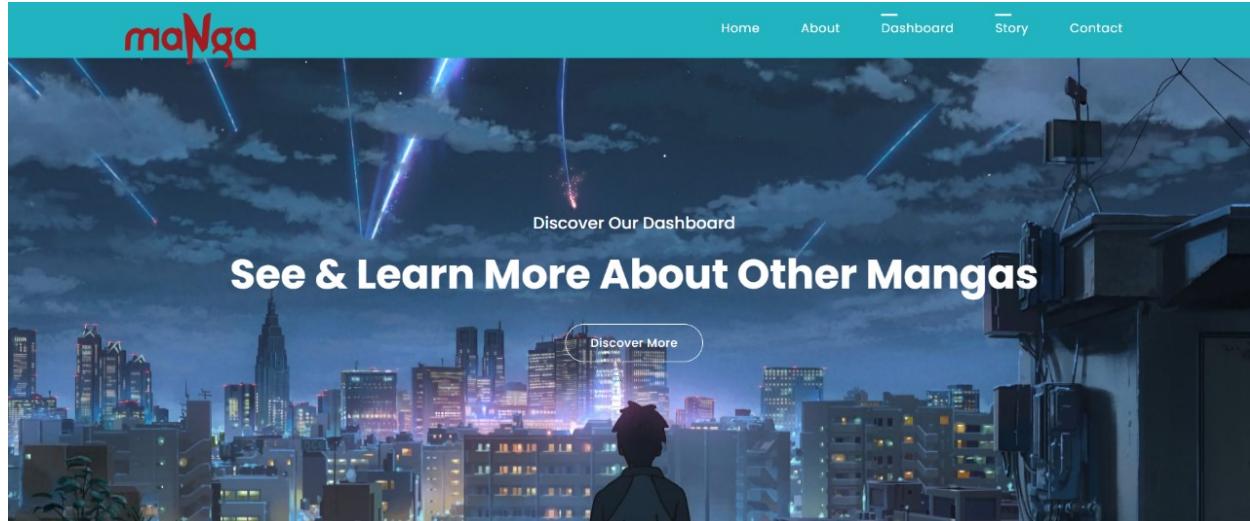
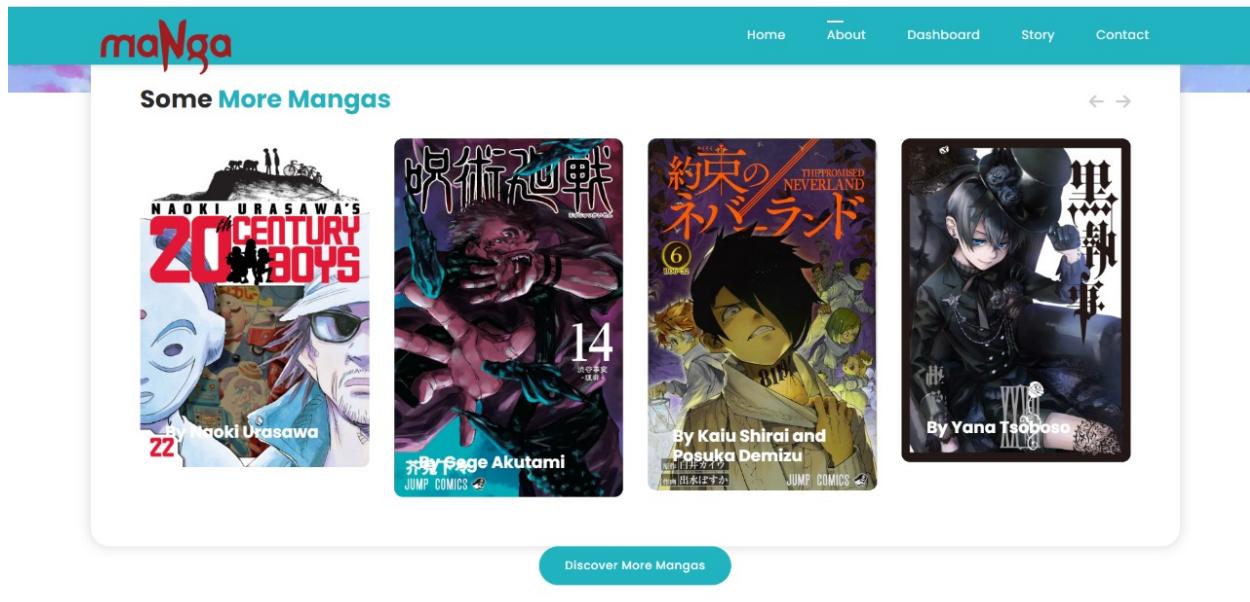
The story is set in the Kingdom of Midland, a fictional country inspired by medieval Europe. Guts wields a large sword called the Dragon Slayer and travels with a mercenary group named the Band of the Hawk. The group was founded by Griffith, a charming visionary who has an insatiable desire for power.

[Seinen Demographic](#)[41 Volumes](#)[1989-Present](#)[Want to learn More? →](#)**Initial D**

By Shuichi Shigeno

[About](#)

Takumi Fujiwara is a student working as a gas station attendant with his best friend Itsuki. Itsuki is enthusiastically interested in being a street racer. The team he feels closest to and hopes to join is the Akina Speed Stars, whose team leader Koichiro Iketani is also working at the same pump station.



## 10. Advantages and Disadvantages

### 10.1) Advantages

1. Potential for high sales: The manga industry is a multi-billion dollar industry, and there is a strong demand for popular and well-written manga series. This project has the potential to generate significant sales if it can produce a manga series

that is well-received by readers.

2. Creative freedom: Manga is a medium that offers a great deal of creative freedom. This project would allow the team to create a unique and original story that is not bound by the constraints of other forms of media.
3. Opportunity to build a fan base: A successful manga series can attract a large and loyal fan base. This fan base can then be monetized through merchandise, events, and other means.
4. Potential for adaptation: Successful manga series are often adapted into anime, movies, and other forms of media. This can further expand the reach of the story and generate additional revenue.
5. Cultural impact: Manga is a popular form of entertainment that has had a significant impact on popular culture. This project could have a positive impact on society by promoting Japanese culture and values.

## 10.2) Disadvantages

1. High risk of failure: The manga industry is very competitive, and there are many manga series that fail to find an audience. This project could fail to generate enough sales to be profitable.
2. Long development cycle: Creating a successful manga series can take a long time. This project could require a significant investment of time and resources before it begins to generate profits.
3. Competitive market: The manga market is saturated with a wide variety of titles, and it can be difficult for new series to stand out. This project would need to be well-written and well-marketed in order to succeed.
4. High upfront costs: Creating a manga series can be expensive, as it requires the work of multiple talented individuals. This project would require a significant upfront investment of capital.
5. Limited target audience: Manga is primarily a niche genre that appeals to a

specific audience. This project would need to find a way to connect with this audience in order to succeed.

## **11). Conclusion**

The project of creating a new manga series has the potential to be a successful and rewarding endeavor. The manga industry is a multi-billion dollar industry with a strong demand for popular and well-written series. A successful manga series can generate significant sales, attract a large and loyal fan base, and have a positive impact on society by promoting Japanese culture and values. However, the project also comes with a number of risks, including the high risk of failure, the long development cycle, the competitive market, the high upfront costs, and the limited target audience.

In order to increase the chances of success, the project team should focus on creating a unique and original story that is well-written and well-marketed. The team should also be prepared to invest a significant amount of time and resources into the project, as it may take several years for the series to become profitable.

Overall, the project of creating a new manga series is a high-risk, high-reward endeavor. The project has the potential to be a great success, but it is important to be aware of the risks involved before making a decision to proceed.

### Recommendations

Here are some specific recommendations for the project team:

1. Conduct thorough market research: Before investing any time or resources into the project, it is important to conduct thorough market research to identify the target audience and the competition. This research will help the team to develop a series that is likely to be successful.
2. Hire a talented creative team: The creative team is responsible for developing the story, characters, and art for the series. It is important to hire a team of talented individuals who have a passion for manga and a proven track record of success.
3. Develop a strong marketing plan: A successful marketing plan will help to

generate awareness for the series and attract readers. The plan should include a variety of marketing channels, such as social media, online advertising, and public relations.

4. Be patient: It takes time to create a successful manga series. The team should be prepared to invest several years into the project before it begins to generate profits.
5. Be willing to adapt: The manga market is constantly evolving, and it is important to be willing to adapt to changes in order to remain competitive. The team should be open to feedback from readers and publishers, and be prepared to make changes to the series as needed.

By following these recommendations, the project team can increase their chances of success and create a manga series that is both popular and profitable.

## 12. Future Scope

1. Expanding into new markets: The manga industry is currently concentrated in Japan and a few other Asian countries. However, there is a growing demand for manga around the world. The project team could expand the reach of the series by translating it into multiple languages and distributing it in new markets.
2. Diversifying into new media: Manga is traditionally a print medium, but there are now opportunities to distribute manga through digital channels, such as e-books, manga apps, and online platforms. The project team could reach a wider audience by diversifying into these new media formats.
3. Merchandising and licensing: Successful manga series can be monetized through merchandise, such as apparel, toys, and collectibles. The project team could also license the series to other companies for adaptation into anime, movies, and video games.
4. Crossover collaborations: Manga series can be further promoted through crossover collaborations with other popular franchises. The project team could partner with other manga series, anime studios, or even video game companies

to create unique and engaging content.

5. Interactive experiences: The advent of new technologies, such as augmented reality and virtual reality, opens up possibilities for creating interactive manga experiences. The project team could develop immersive experiences that allow fans to step into the world of the manga series.

## **13 Appendix: -**

### **Link to the project: -**

**Gdrive Link:** - [https://drive.google.com/drive/folders/12MVw\\_s3SL-00OZGE9yErqShLzgipd-p6?usp=sharing](https://drive.google.com/drive/folders/12MVw_s3SL-00OZGE9yErqShLzgipd-p6?usp=sharing)

**Github Repo Link:** - [https://github.com/smartinternz02/SI-GuidedProject-586837-1696962911/tree/main/Top%20manga%20graphical%20visualization/phase%204\(Development\)](https://github.com/smartinternz02/SI-GuidedProject-586837-1696962911/tree/main/Top%20manga%20graphical%20visualization/phase%204(Development))