Book of the Month:

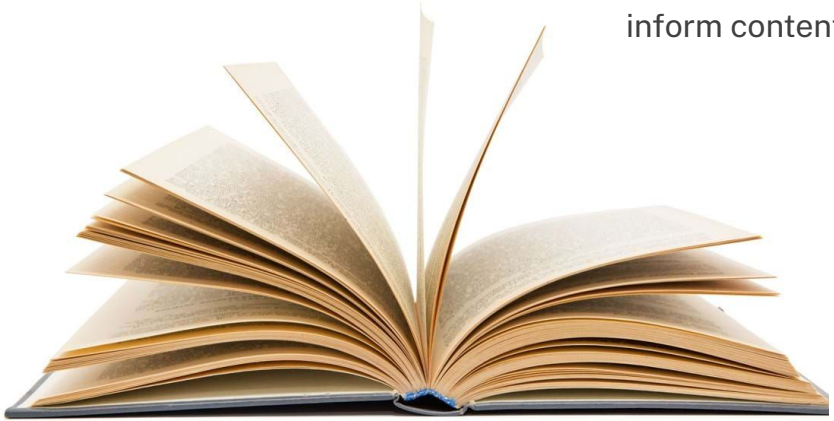
Leveraging data to break into a new market

Tara Koplik

The work

Opportunity

- Expand to a new market: audiobooks



Objective

- Explore features of best-selling audiobooks to inform content decisions

Goal

- **Increase subscriptions**

Methodology

- Data:

  audiobooks.com

  Book of the Month

- Tools:

  Tableau Public

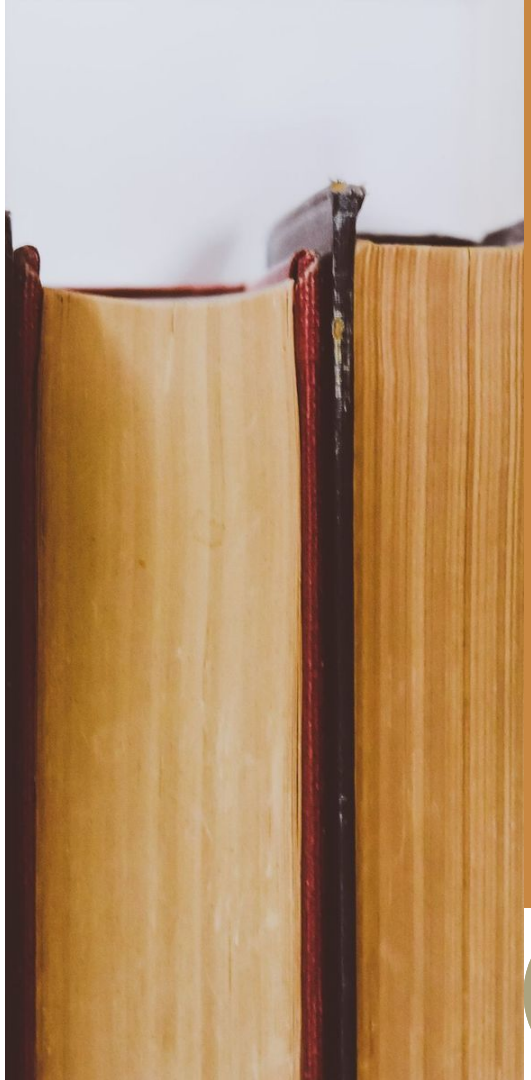
  Google Sheets

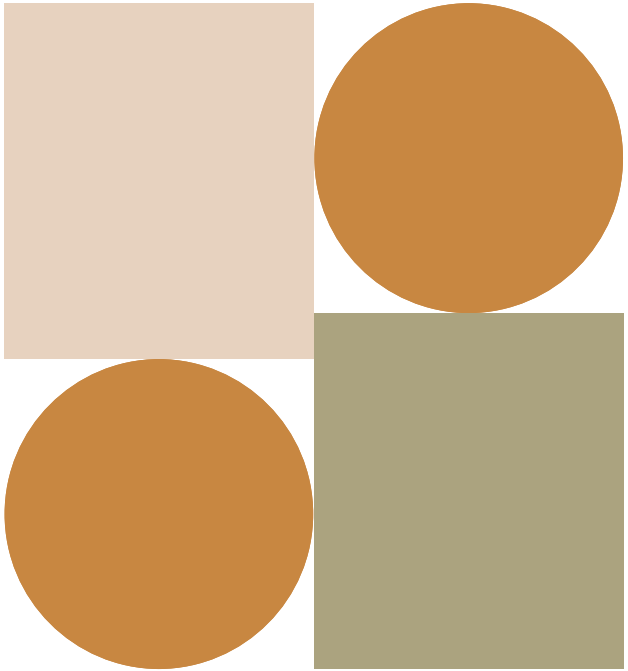
  Python/Jupyter Notebook

- Model:

  Clustering

  K-Nearest Neighbors Algorithm





BOTM vs Audiobooks

32.69%

5 BOTM Books are in the top 100 Best-Selling Audiobooks list for June 2021

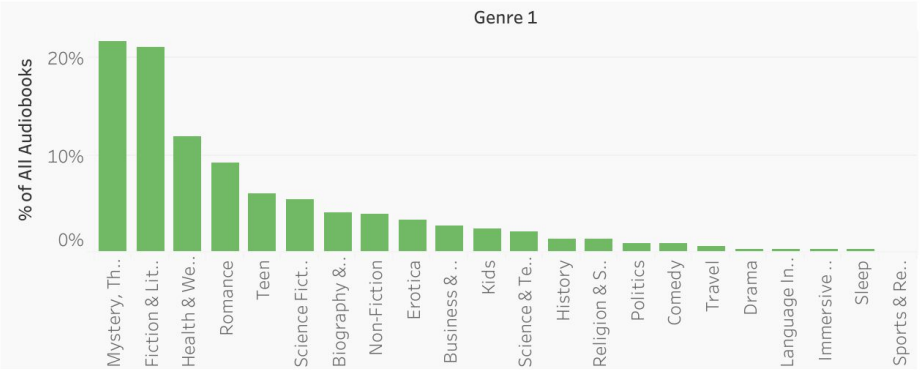
Subscriptions:

- **BOTM:** $9.99 for 1st month then $15.99. 1 book per month with optional add ons.
- **Audiobooks.com:** First 2 books free then $14.95 per month access to 1 book and 1 “VIP” book, optional add ons.

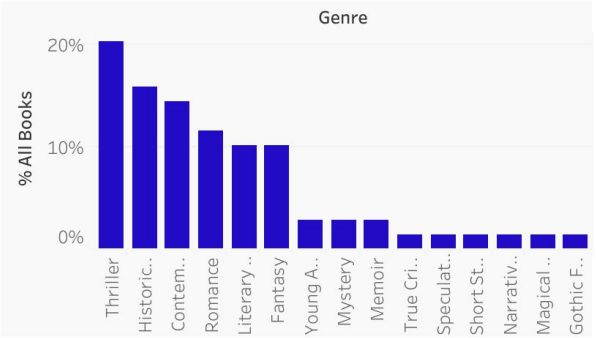
Genre

[Interactive Genre Dashboard]

Audiobooks by Genre

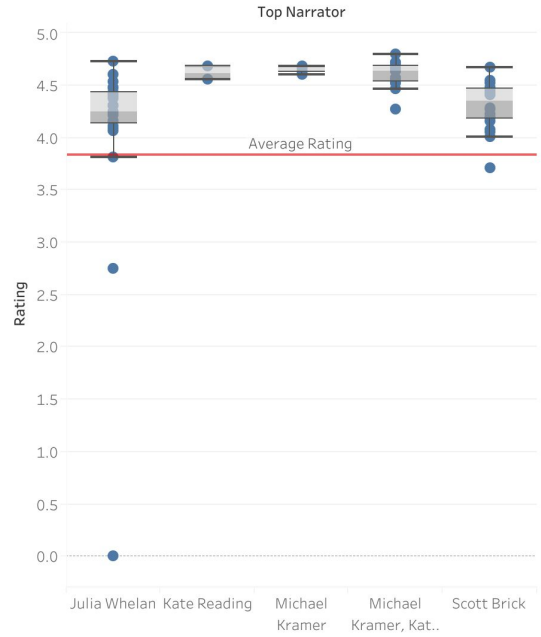


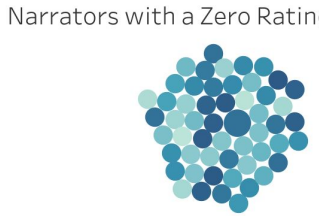
BOTM by Genre

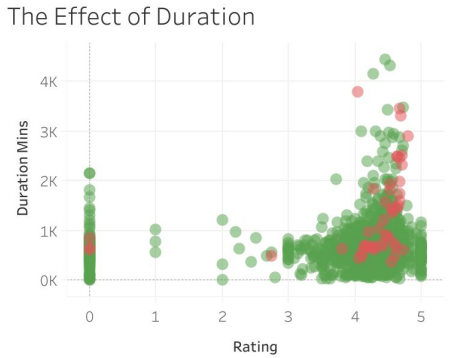


Narrator

Interactive Narrator Dashboard







3 Actions

Genre

Add Health & Wellness titles

Narrator

Select Narrators with established credentials

Generate Excitement

Audiobook listeners are excited about pre-orders!

Future Work

- Build a model
  - Recommendations
  - Explore Patterns Among Best-Sellers
- Expand Datasets
  - User Level
  - Additional Audiobook Platforms
- Collect Data on a Trial Run

Appendix

Duration

Interactive Dashboard

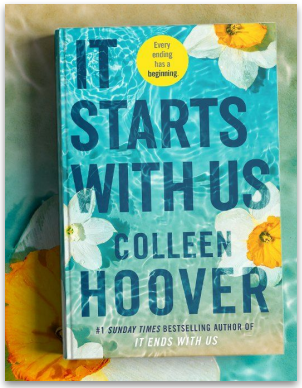
Date

Interactive Dashboard

Appendix

Points of Interest

#1



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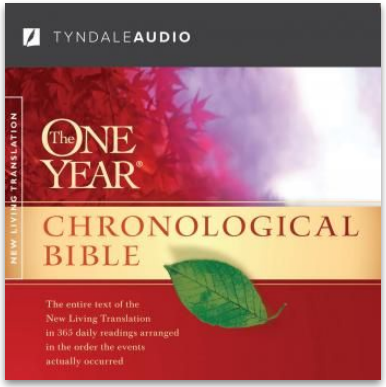

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