

# Book Stores' Performance in Quarter 2

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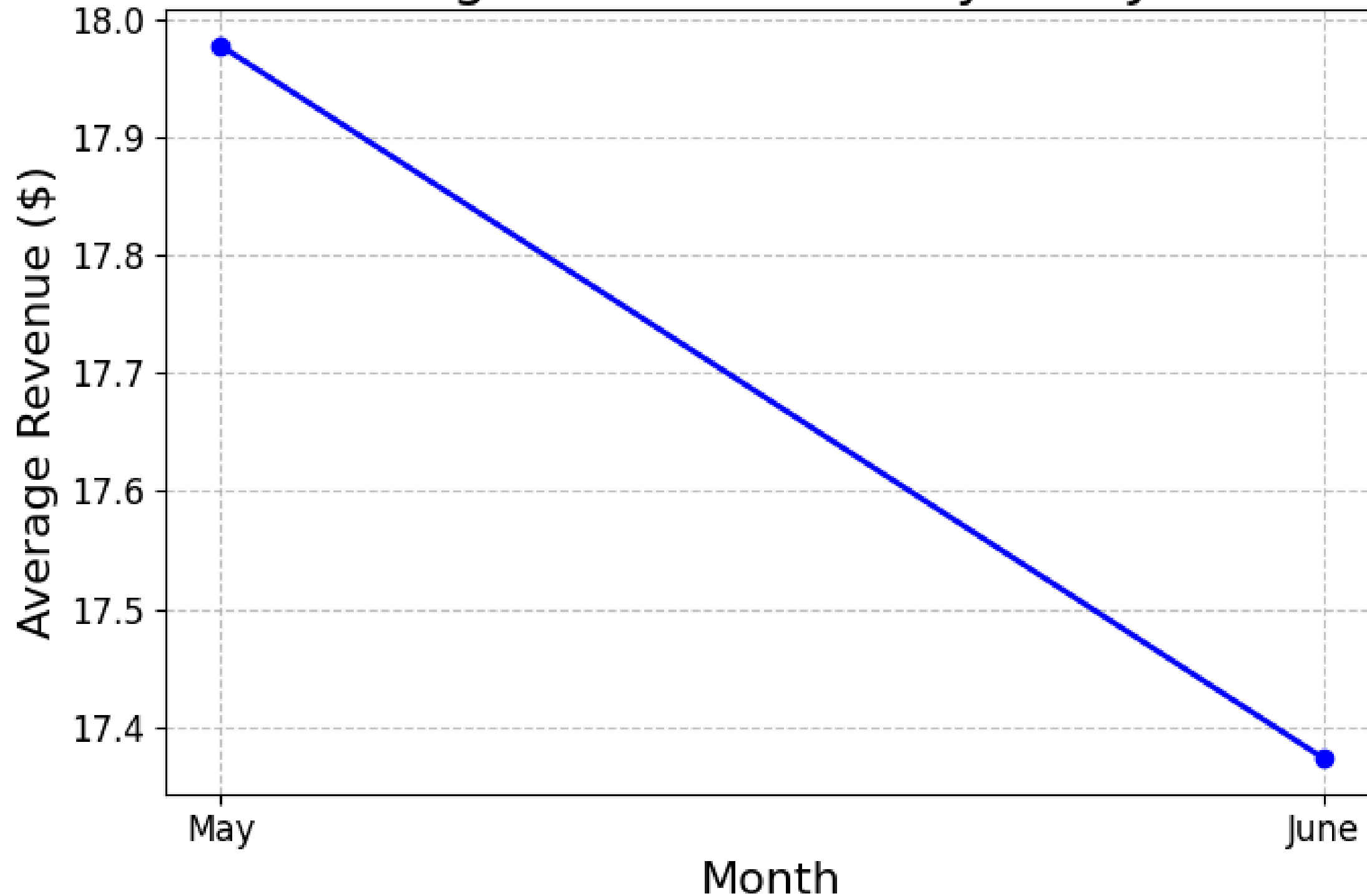
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# Data Overview

- **Book Sales dataset content information about:** 13 transaction in three months “May”, “April”, “June” in 2023.
- **Each transaction contains 8 information including:**
  - **Audience:** has 3 difference group: Adult, Teens, Children.
  - **Gender:** has 2 difference types: Fiction and non - Fiction.
  - **Purchase location:** has main locations: Online and in-person

# Sales Revenue in May and June

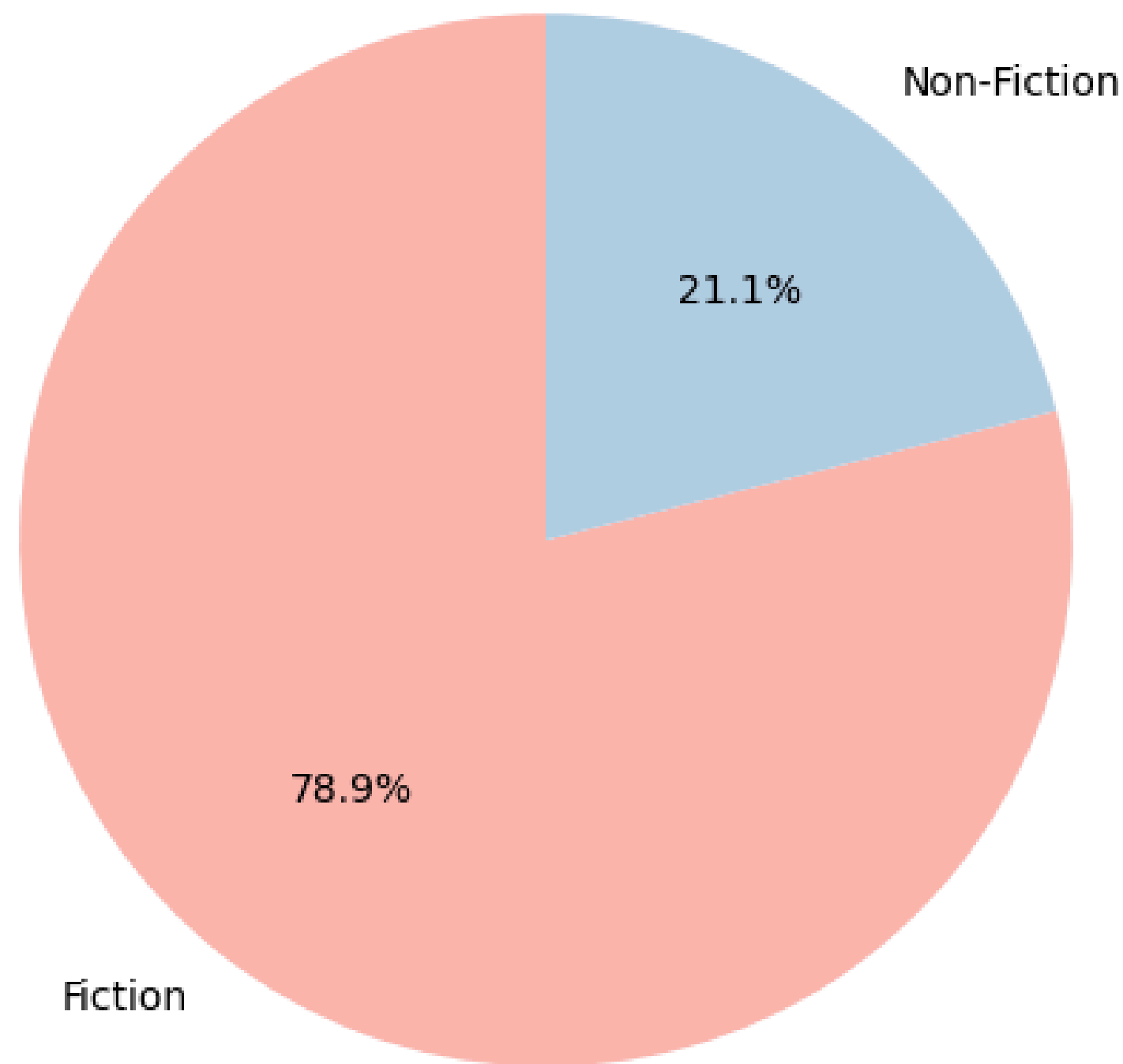
Average Revenue in May and June



- The average revenue for May was **\$17.98**, while June saw a **slight decrease** to \$17.37.
- This indicates stable sales performance, with only a **3.4% decrease** from May to June.

# Genre Distribution in June

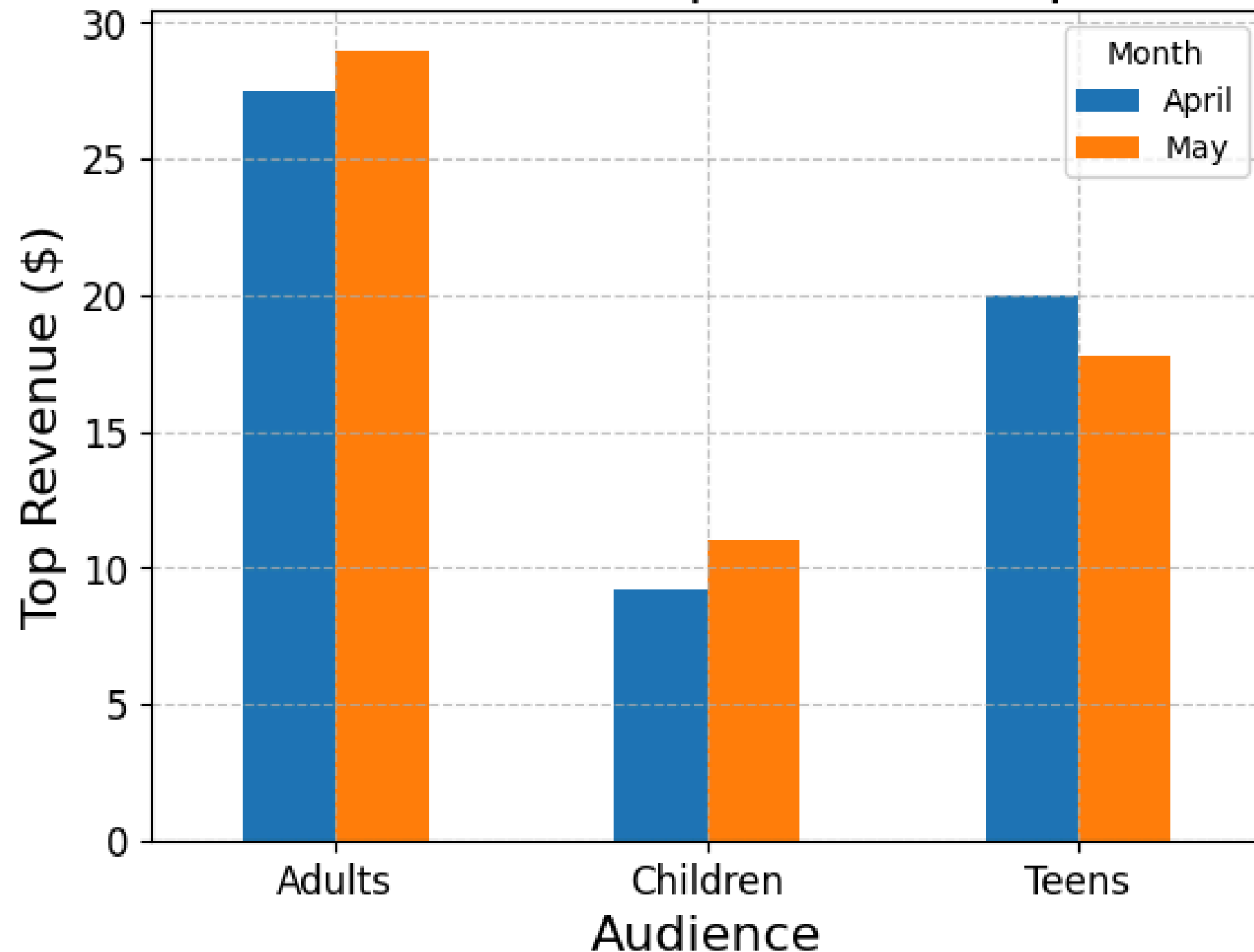
Genre Distribution of Books Sold in June



- Fiction dominates the genre sales in June, accounting for **78.95% of total sales.**
- **Non-Fiction** makes up 21.05%, showing a noticeable but smaller share.
- This indicates a strong preference for **Fiction** among customers in June.

# Top Revenue by Audience April and May

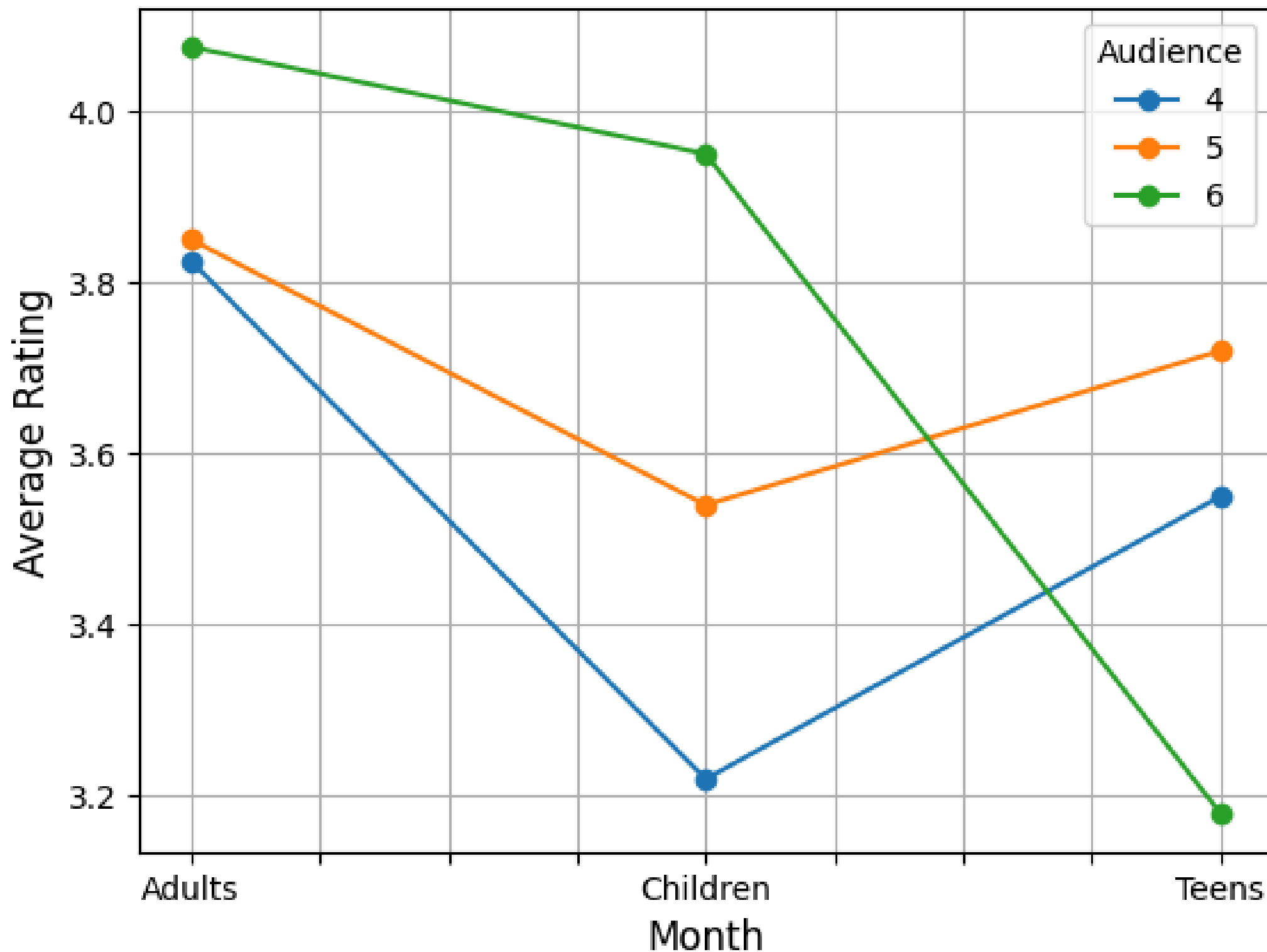
Audience Revenue Comparison for April and May



- During April and May, the **Adults** segment led in revenue with a **1.05 times increase**.
  - The **Children** segment had a slight **1.2 times rise** but earned the least.
  - While **Teens** saw a **1.1 times decline** but held **second place** but still maintained the **second position** in the ranking.
- => **Adults** remained the **most valuable audience** segment during April and May.

# Average Rating by Month and Audience

Average Book Rating by Month and Audience



- **Adults' book** are highest ratings over during 3 months
  - **Children's book** are lowest in April but has a significant increase in June
  - **Teens' book** decrease in June but increase in May
- ==> Adults book received the best average rating