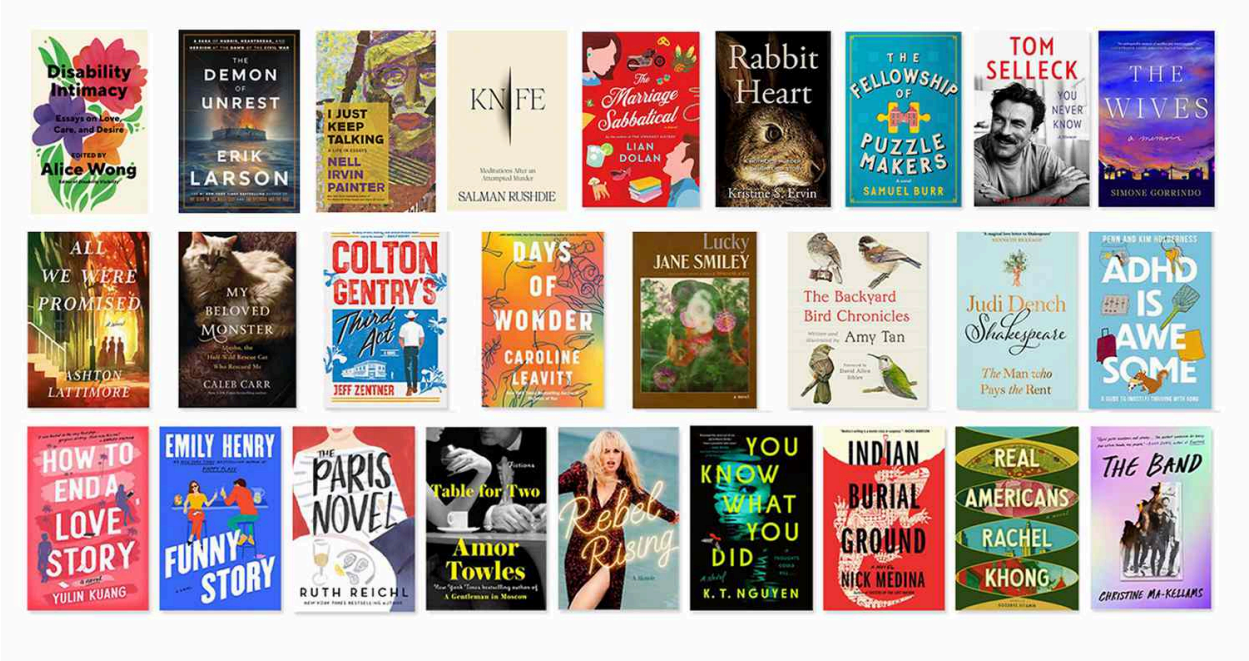
Classifying Book Genres

DS 4002 Case Study by Victoria DaRosa



Despite the age-old saying, a majority of people will judge a book based off of the cover. When a reader walks into a bookstore or browses online, the book cover plays a crucial role in sparking interest. Many customers will decide whether or not they will buy a book on the cover alone.

Authors understand this well, and they design their covers to reflect the essence of their book's genre, hoping to capture the attention of their target audience. For instance, a thriller will feature dark tones and intense imagery, while a romance novel will likely have softer colors and color blocking. Because each genre has a distinct aesthetic, readers can immediately tell if a new book falls under a genre they like to read or not. But can a computer, like the human eye, predict the genre of a book based solely on its cover?

As a data scientist, your task is to develop a model capable of predicting a book's genre from its book covert. To achieve this, you'll employ image analysis techniques that look at the visual elements, composition, and design features that define specific genres. By analyzing visual aesthetics, you'll help authors and publishers design covers that attract their target readers, ultimately enhancing the reader's experience and increasing the chances of the book's success in a modern market. This not only enhances the reader's experience but also helps books stand out in a highly competitive market, driving engagement and improving sales.

Github link: https://github.com/victoriadarosa/DS4002_CS3_BookGenres