

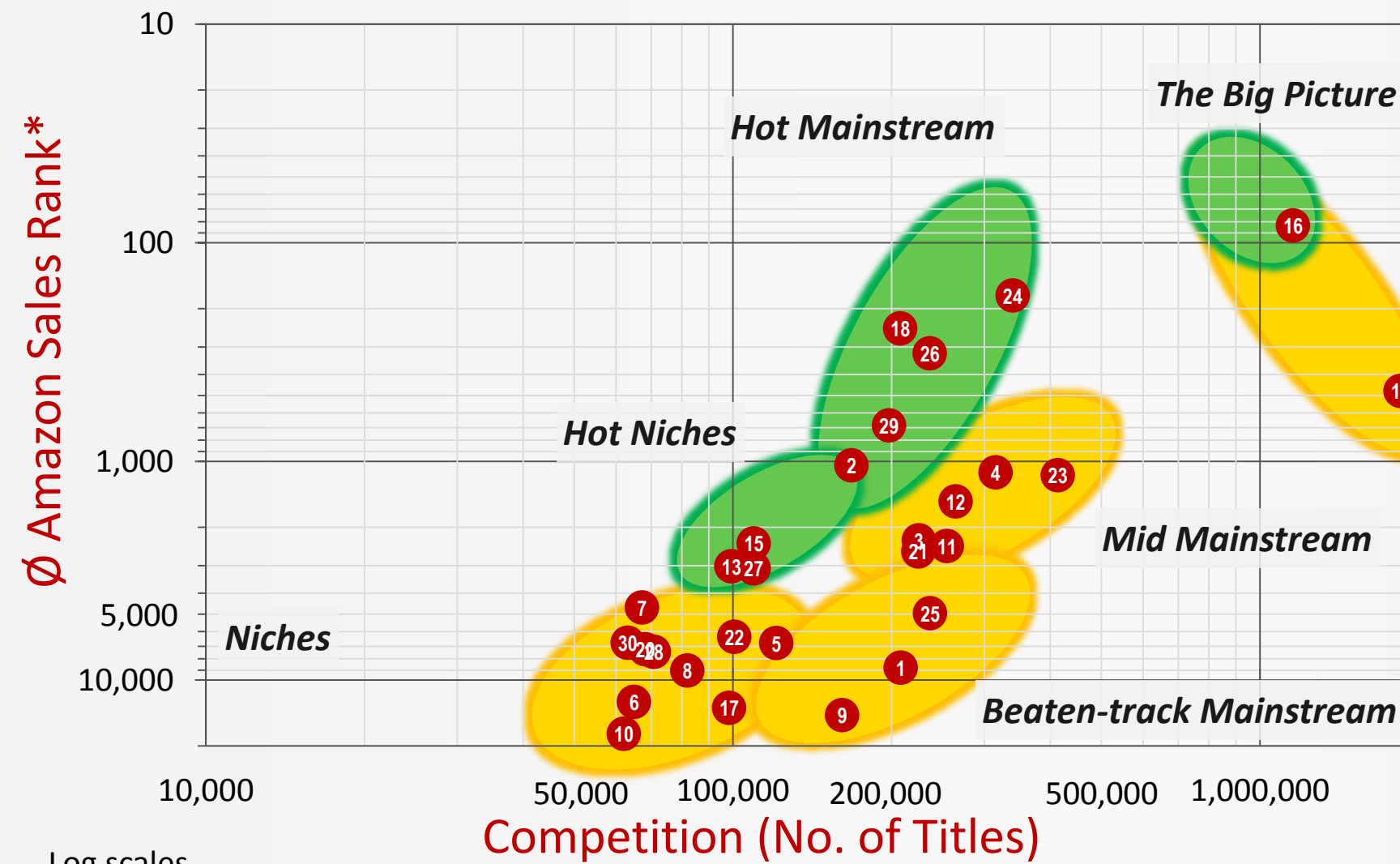
BOOK STRATEGY MAP

BASIC Edition for 30 Main Book Categories

December 2016

K-lytics Book Strategy Map: 30 Amazon Kindle Categories

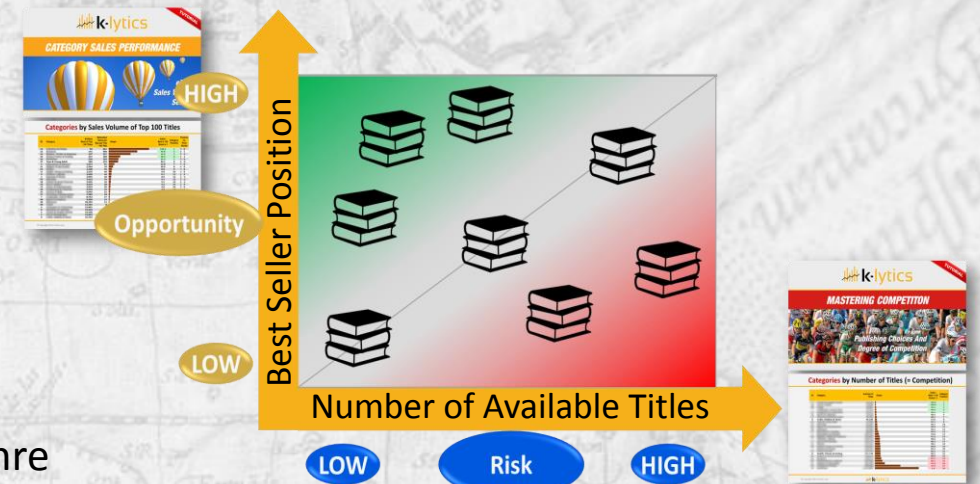
ISSUE December 2016



BOOK MARKET / GENRE		SALES VOLUME		COMPE-TITION	SALES-TO-COMP RATIO	
ID	Category	∅ Sales Rank of Top 100 Titles	∅ Est. Sales per Day per Top 100 Title	Number of Titles	∅ Est. Top 100 Sales per Day per 1000 Titles	Graph
1	Arts & Photography	8,796	17	208,223	0.08	
2	Biographies & Memoirs	1,045	93	167,940	0.56	
3	Business & Money	2,302	49	225,456	0.22	
4	Children's eBooks	1,124	88	315,105	0.28	
5	Comics & Graphic Novels	6,789	21	120,886	0.17	
6	Computers & Technology	12,620	9	64,964	0.14	
7	Cookbooks, Food & Wine	4,664	28	67,229	0.42	
8	Crafts, Hobbies & Home	9,050	16	82,009	0.20	
9	Education & Teaching	14,493	7	161,315	0.05	
10	Engineering & Transportation	17,620	6	62,113	0.10	
11	Health, Fitness & Dieting	2,439	47	254,772	0.19	
12	History	1,528	69	264,647	0.26	
13	Humor & Entertainment	3,020	40	99,420	0.40	
14	Law	24,158	4	44,964	0.09	
15	Lesbian, Gay, Bisexual & Transgende	2,373	48	109,588	0.44	
16	Literature & Fiction	83	691	1,156,136	0.60	
17	Medical eBooks	13,409	8	98,422	0.08	
18	Mystery, Thriller & Suspense	247	297	207,866	1.43	
19	Nonfiction	476	176	1,849,087	0.09	
20	Parenting & Relationships	7,237	20	68,251	0.29	
21	Politics & Social Sciences	2,584	45	224,813	0.20	
22	Reference	6,353	22	100,660	0.22	
23	Religion & Spirituality	1,159	86	413,473	0.21	
24	Romance	175	393	339,577	1.16	
25	Science & Math	4,950	27	236,824	0.11	
26	Science Fiction & Fantasy	321	241	236,550	1.02	
27	Self-Help	3,092	39	109,518	0.36	
28	Sports & Outdoors	7,448	19	70,852	0.27	
29	Teen & Young Adult	685	131	197,848	0.66	
30	Travel	6,766	21	63,173	0.33	

How the map works

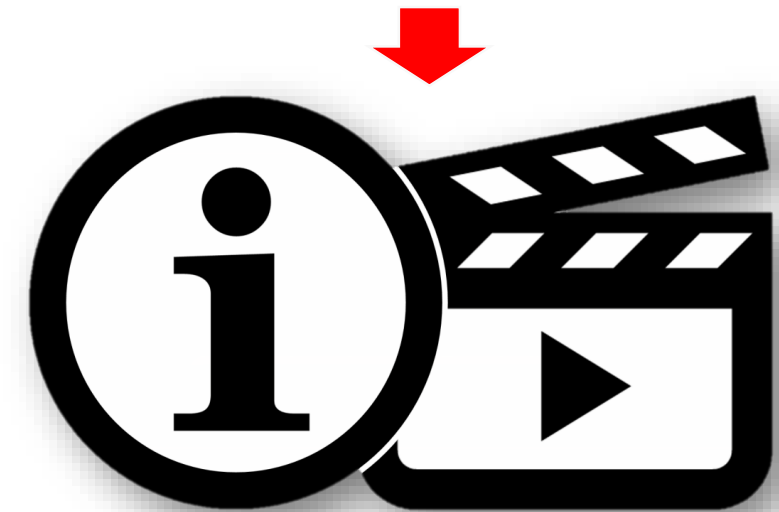
- The map plots each of the 30 main book categories available on the Amazon Kindle store.
- The vertical position on the map represents OPPORTUNITY in terms of SALES PERFORMANCE
 - **Top** of the map = a high-selling sales rank = GOOD
 - **Bottom** of the map = lower levels of sales = BAD
- The horizontal position on the map represents RISK in terms of DEGREE OF COMPETITION
 - **Left** on the map = lower number of titles = less competition in the genre
 - **Right** on the map = higher number of titles = more competition in the genre
- Smaller book categories can be found more to the left of the map; larger, more mainstream book genres are more to the right of the map.
- The green shaded areas represent book categories where the opportunity to risk ratio is the most favourable.
- The sales performance is based on the hourly sales rank of the **top 100 titles** in each of the categories for a representative period of time. This month we made more than 22,000 hourly observations.
- The category size is measured per the month ending November 30, 2016.
- For a more detailed instruction please refer to the tutorial video in the K-LYTICS ESSENTIALS series for members.



Do you want a brief tutorial video illustrating the K-lytics “Book Strategy Map” Concept?



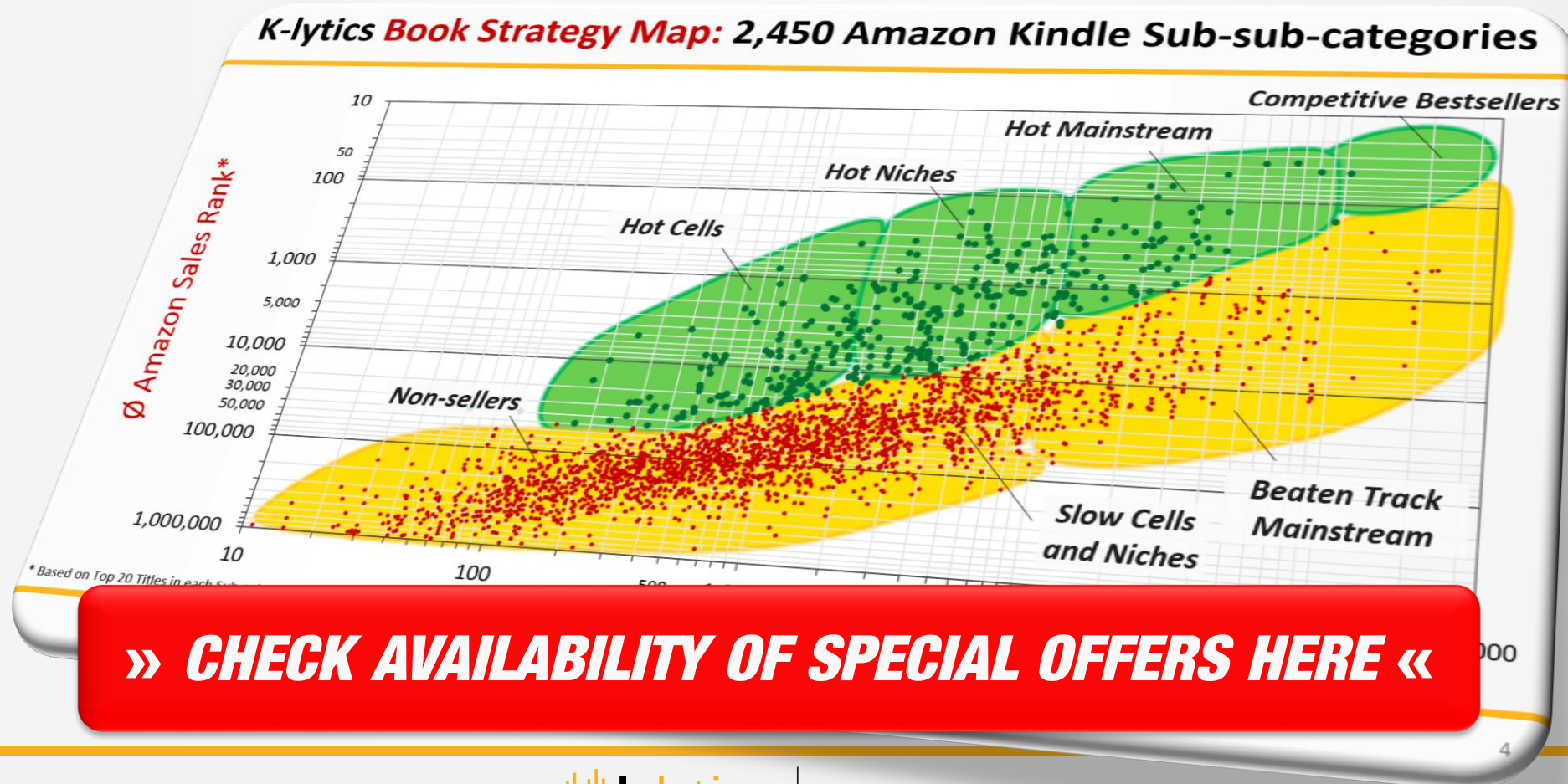
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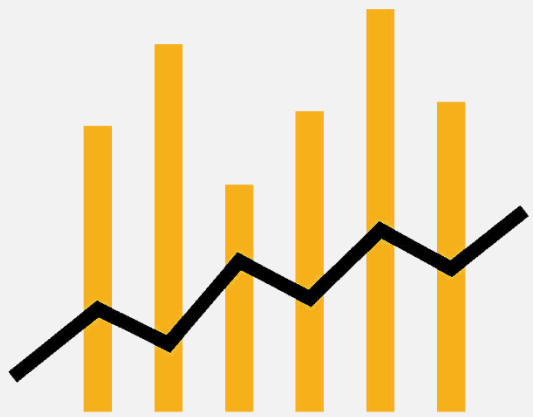


<http://k-lytics.com/ebook-market-strategy-maps/>

Like what you saw?

Get the ELITE Strategy Map for more than 2,400 Kindle sub-sub-categories





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