**NYT Best Sellers Dashboard**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **User /Audience** | **Dashboard/ Area** | **Key Questions** | **KPIs/Measures** | **View/Filter By** | **Data Sources to be used/availability** |
| Book Fans/Readers of the NYT Bestsellers List looking to explore titles they might like to read next  Literature journalists reporting on the history of, and featured books on, the NYT Bestsellers list | #1s | Which books have been most successful in (with the longest number of consecutive weeks at #1) through the history of the NYT Bestsellers List (Overall/by Genre)?  Which Genres have the highest number of distinct successful authors (Who have had #1 books)? Who are the authors that have had #1 Books in each Genre?  Which Genres have had the highest number of books at #1 (overall/for a given period)? What are these #1 books and who are the authors of them?  Which genre has the highest number of ‘one-hit wonders’ (books that have only appeared on the NYT bestsellers once) overall or over a given period? What are these books and who are the authors of them?  What is the gender diversity across #1 Bestselling book authors? Has there been a marked change in this diversity mix over the history of the NYT list or over the past few years in particular? | Number of consecutive weeks at #1  Number of Authors with #1 books  Number of Books at #1  Number of One-Hit Wonders | Genre  Author  Book Title  Year | Flat file showing for each NYT Book list and each #1 book on each list   * The book title, Genre and Author * The number of consecutive weeks that book was at #1 for   A list of all authors who have had a #1 book on the NYT List and details of each author (e.g. Name, Gender Birthdate, Date of Death)  [Source: [Katie Smith](https://public.tableau.com/profile/katie.smith#!/)] |
| Genre Analysis | For a given Genre:  -How does the number of books at #1 compare with other genres over time?  -How does the number of authors of #1 books compare with other genres over time?  -Which years have had the highest number of #1 books over time?  -What are the books that are #1 in each year and who are the authors of them?  -Which authors are the most successful within the genre (Highest number of books at #1) and in which year(s) did they have their #1 hits? | Number of Books at #1  Number of Authors of #1 Books | Year  Author  Book Title |
| Latest Year Analysis | For the latest full year of the NYT Booksellers list, which NYT Lists, Authors and Publishers are featured most within the year? (Both in terms of number of books and Average number of weeks books have been on the NYT Lists in total?)  Which are the books which have been featured within the year (both at #1 and other rankings)? Who are the authors/publishers of these books and on which NYT List are they featured? | Average number of weeks books have been at #1  Number of Books  Number of Books at #1  Number of Books at Other Rankings | NYT List  Author  Publisher  Book Details (Title, Image, description etc) | NYT |