




Activate a Powerful Community of Book Influencers

Over 360,000 reviewers, librarians, booksellers, media, and educators use NetGalley to discover new books to recommend.


Membership Growth

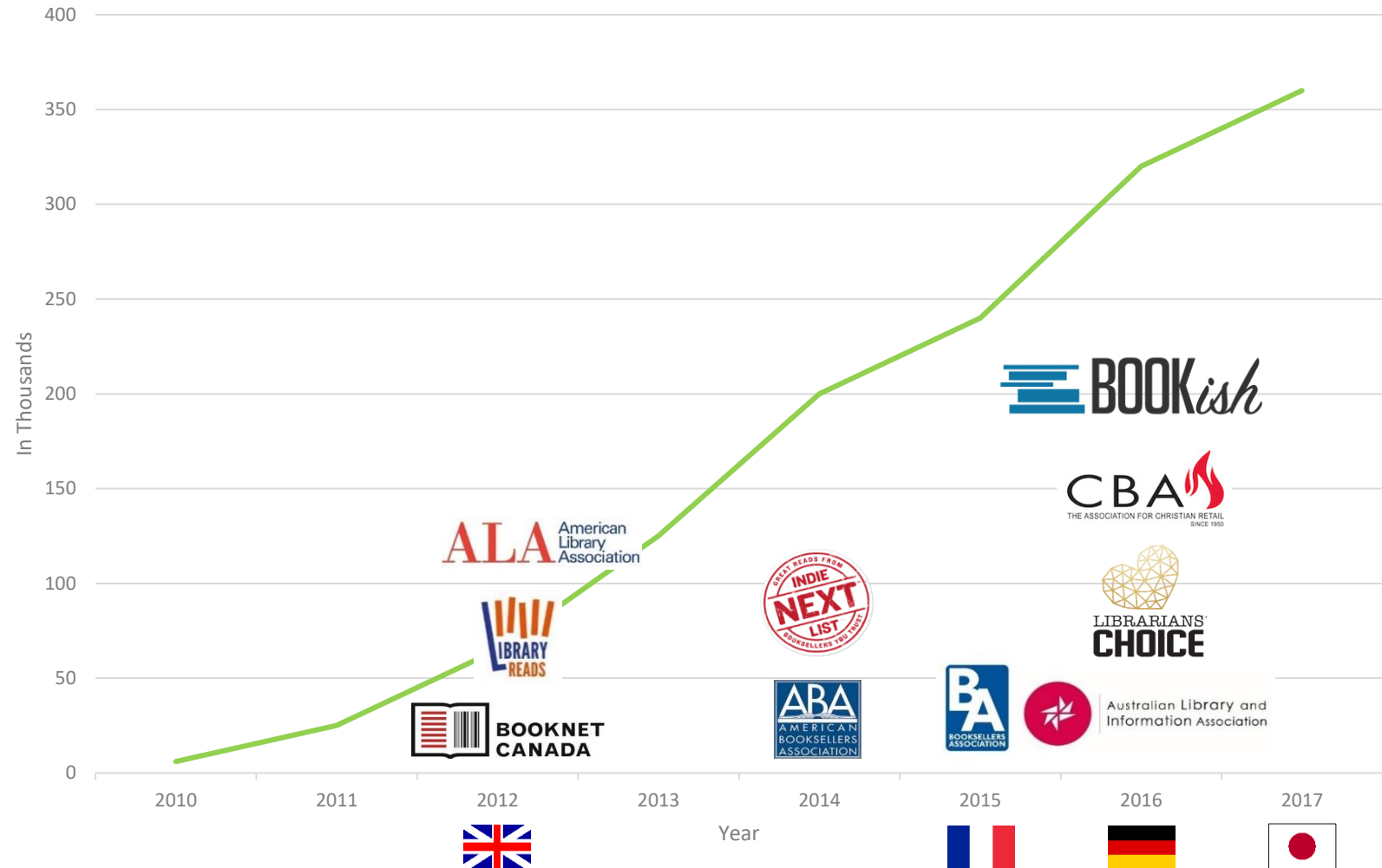
 Reviewer
63%

 Educator
13%

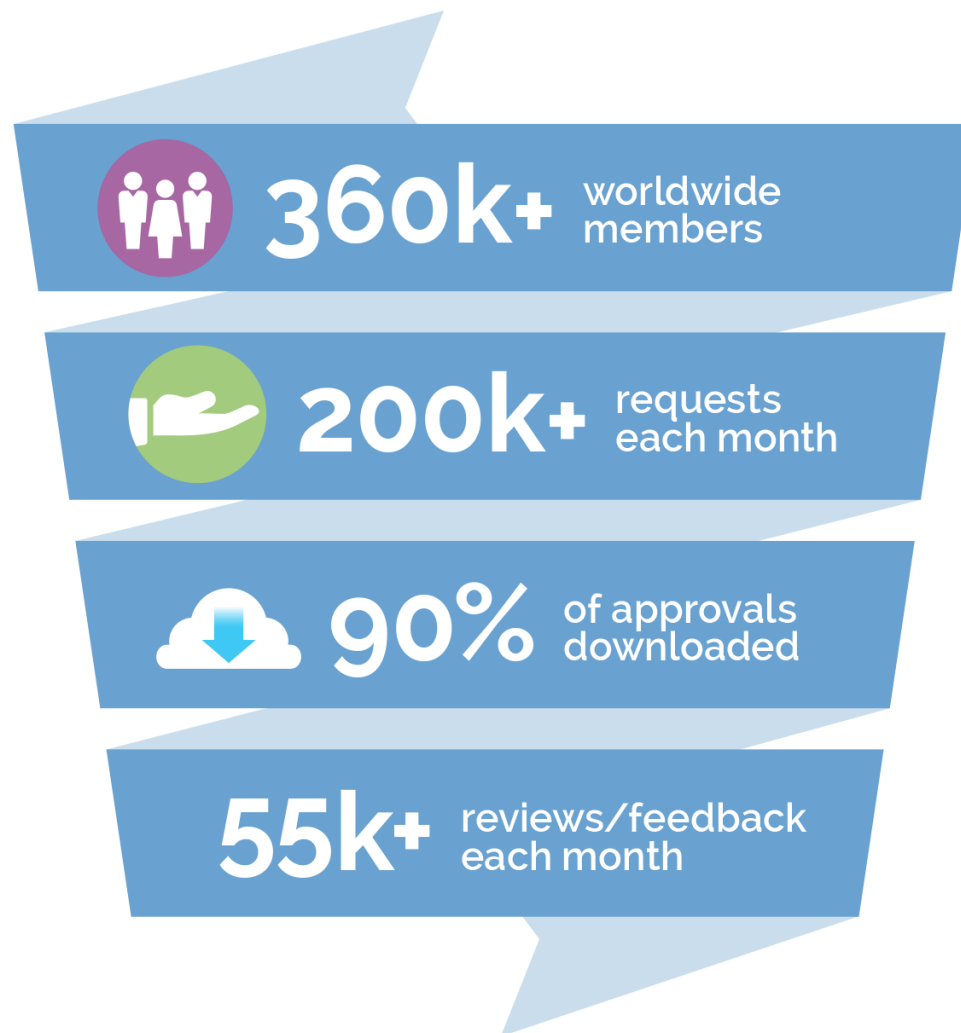
 Media
10%

 Librarian
9%

 Bookseller
5%



The NetGalley Funnel



Is NetGalley an effective platform?

Hypothesis:

Books that use NetGalley get more Amazon reviews.






Within 60 days of publication

Controlling for differences between publishers



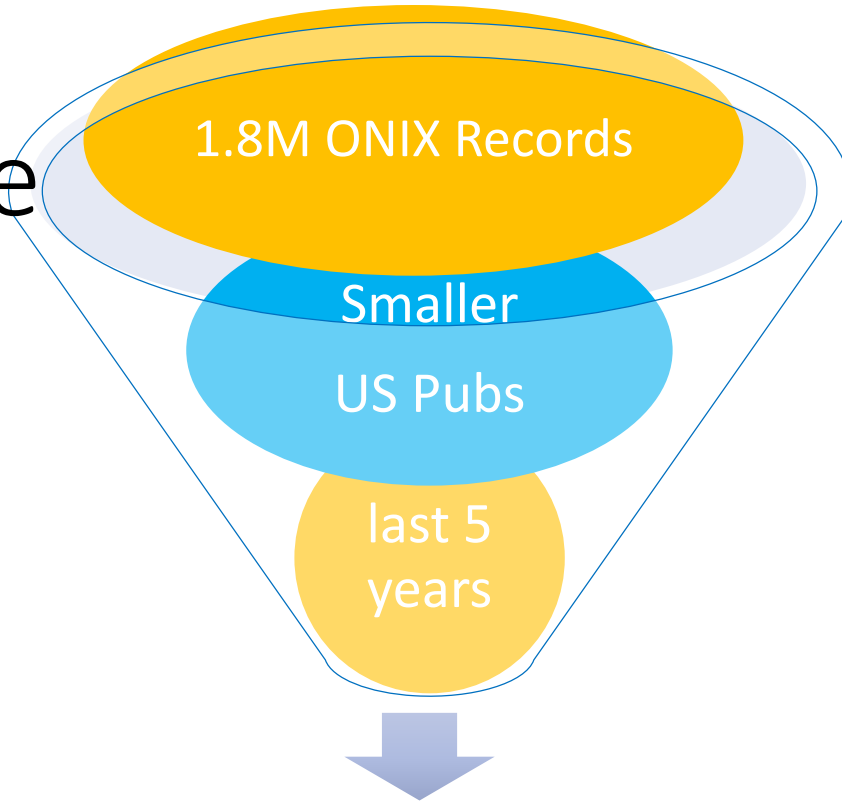
Team Members



					
Name	SAMUEL TOOLAN	LINH NGUYEN	ANDREW FLACK	SEAN TATMAN	SUDHAMINI GUDA
Concentration	Predictive Analytics	Predictive Analytics	Predictive Analytics	Predictive Analytics	Independent Track
Primary Role	Data Wrangling & Dashboard	Exploratory Analysis	Statistical Analysis	Analysis & Evaluation	Visualization

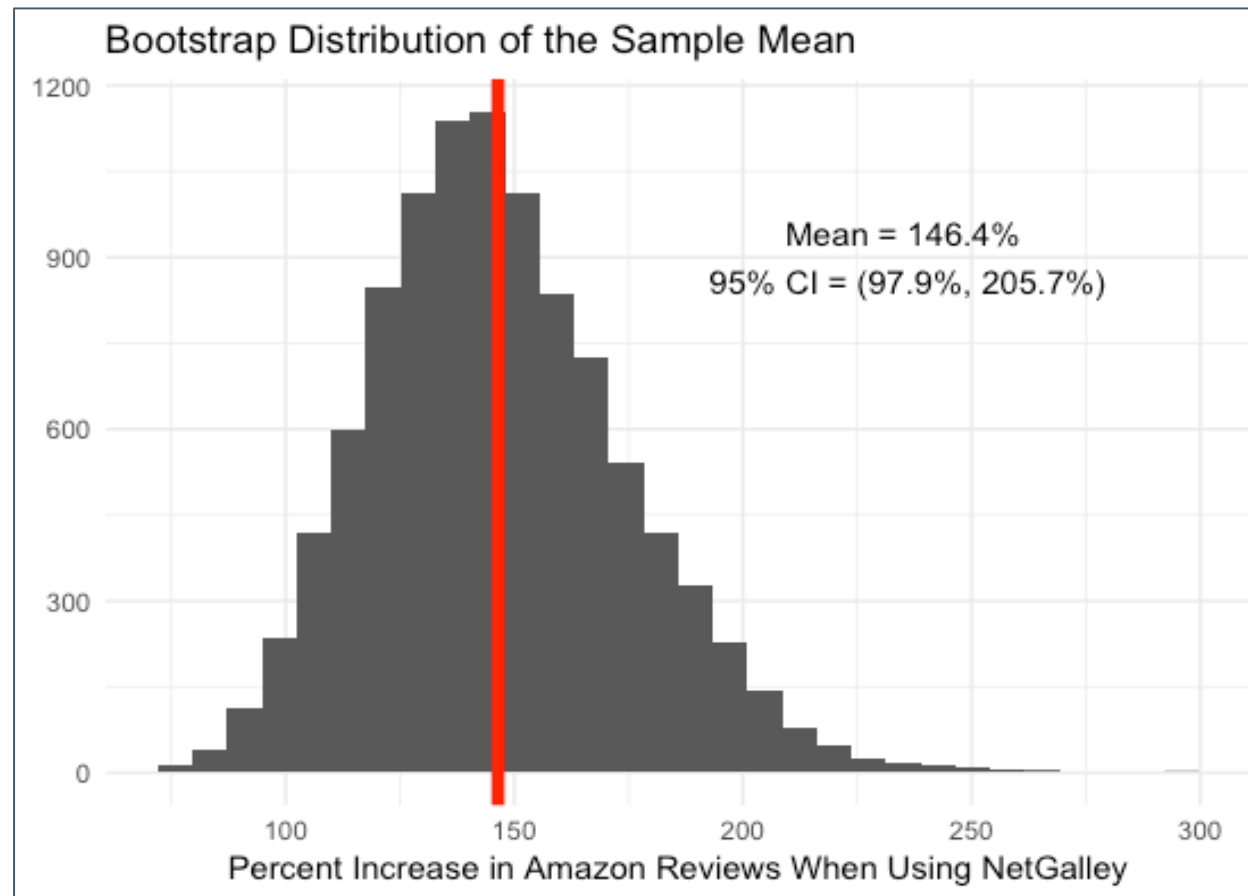


Data Sample



Yes!

The mean number of Amazon reviews on a publisher's titles increases by *146%* when using NetGalley



How can we raise this?

Average? Median? Mean?

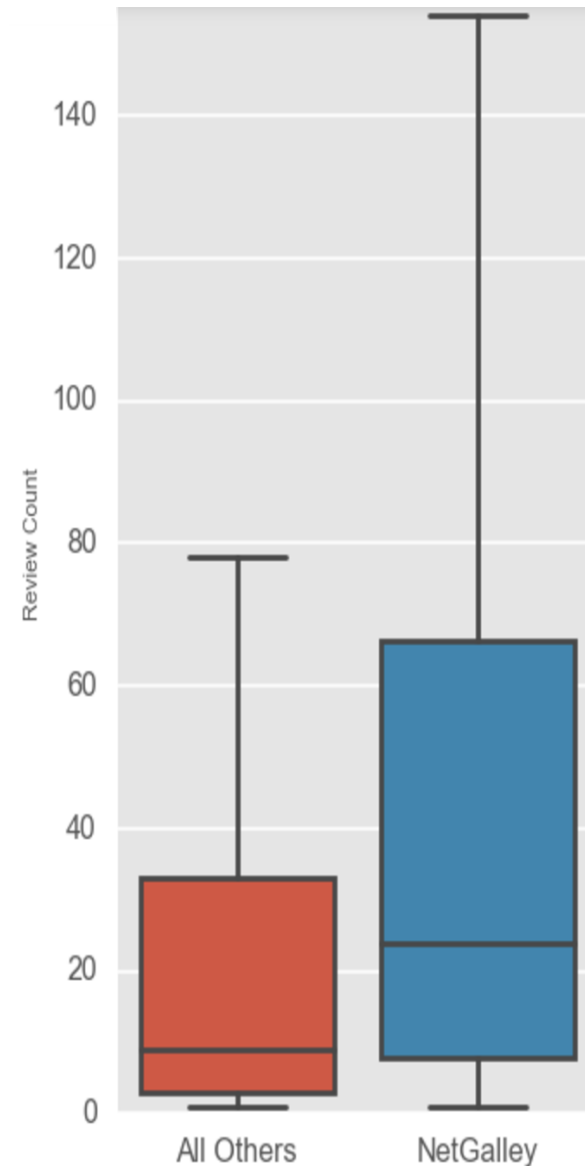
- What does the data show us?

All Others

mean	103.914621
std	1043.990955
min	1.000000
25%	3.000000
50%	9.000000
75%	33.000000
max	77665.000000

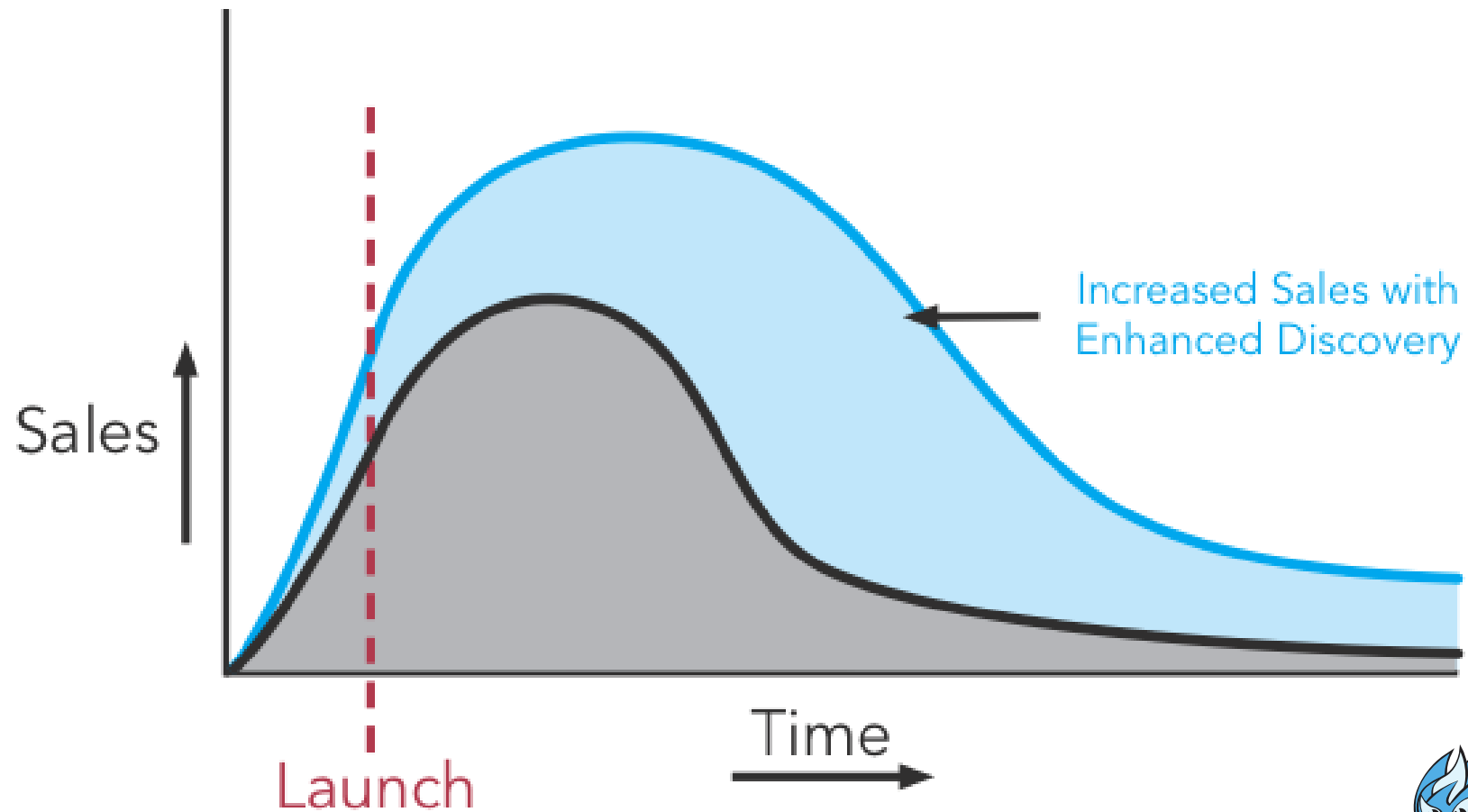
On NetGalley

mean	75.029197
std	206.444493
min	1.000000
25%	8.000000
50%	24.000000
75%	66.500000
max	4927.000000



*How can we make these actionable?
What other business insights can we extract?*

How can we raise the Amplitude?



Conclusion – Get The Flywheel Started

