

EXECUTIVE  
REPORT

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NATIONAL  
BOOK  
AWARDS

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 OpenWater

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## SUMMARY 2015

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Total Number  
of Entries

1020

Total Number  
of Entrants

190

Total Revenue

\$66,380

Avg. Number of  
Entries per Entrant

5.36

Avg. Time Taken  
to Complete  
Submission

2 hrs

## SUMMARY 2014

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Total Number  
of Entries

913

Total Number  
of Entrants

176

Total Revenue

\$60,380

Average Number of  
Entries per Entrant

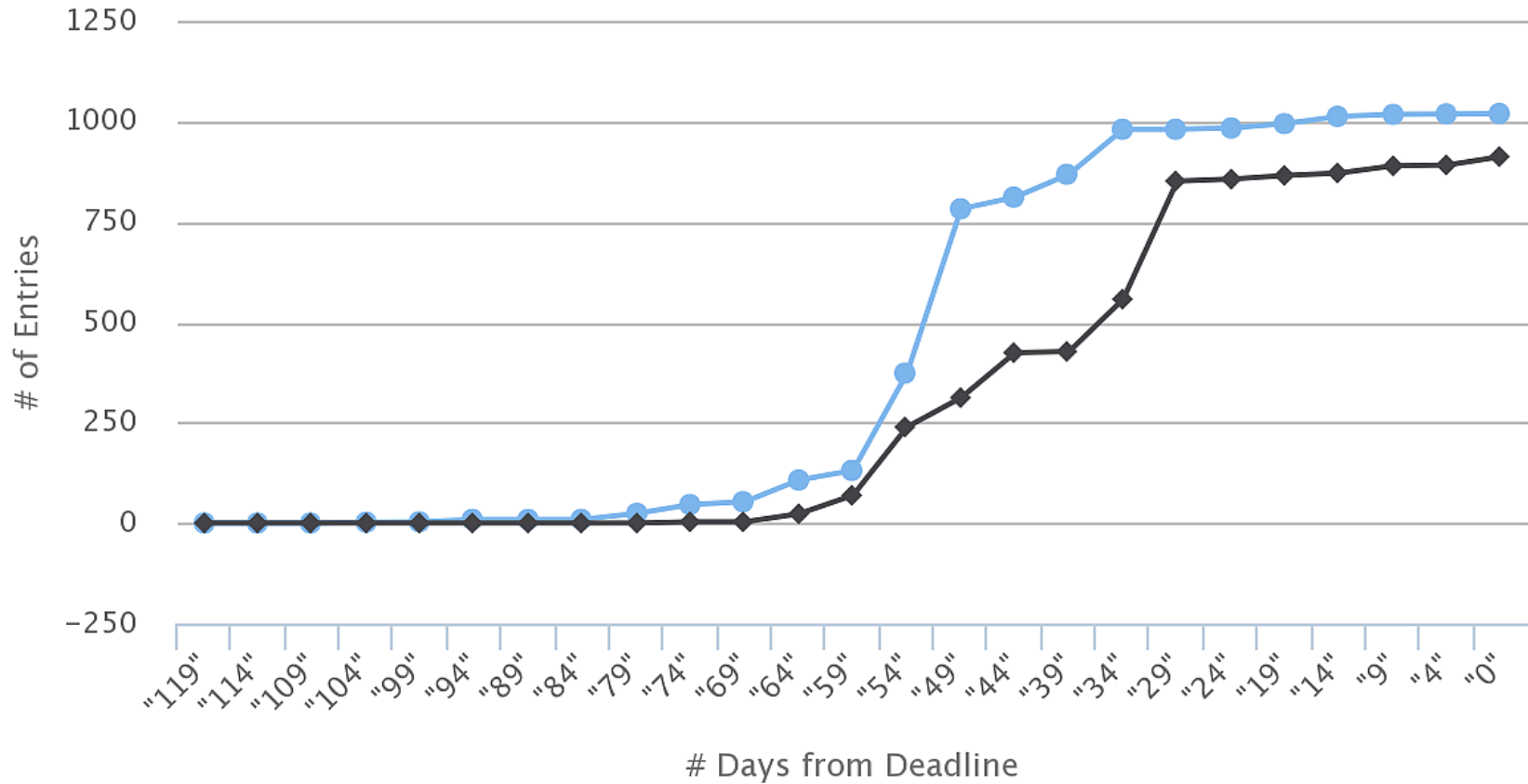
5.18

Avg. Time Taken  
to Complete  
Submission

39 min

# NATIONAL BOOK AWARDS

## 2015 vs 2014 Entries



● "2015"    ◆ "2014"

image/svg+xmlHighcharts.com

## CATEGORIES 2015

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### MOST POPULAR CATEGORY BY NUMBERS OF ENTRIES

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Most Humorous

41

### LEAST POPULAR CATEGORY BY NUMBERS OF ENTRIES

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Baby - Above \$4.00

6

### LEAST POPULAR CATEGORY BY NUMBERS OF ENTRIES

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Halloween - Above  
\$4.00

6

## CATEGORIES 2015

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### MOST REVENUE FOR A CATEGORY

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\$2660

Romantic Occasions -  
Above \$4.00

### LEAST REVENUE FOR A CATEGORY

---

\$350

Halloween - Above \$4.00

### HIGHEST PERFORMING CATEGORY BY AVG. SCORE

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6.87

Children's Card - Above  
\$4.00

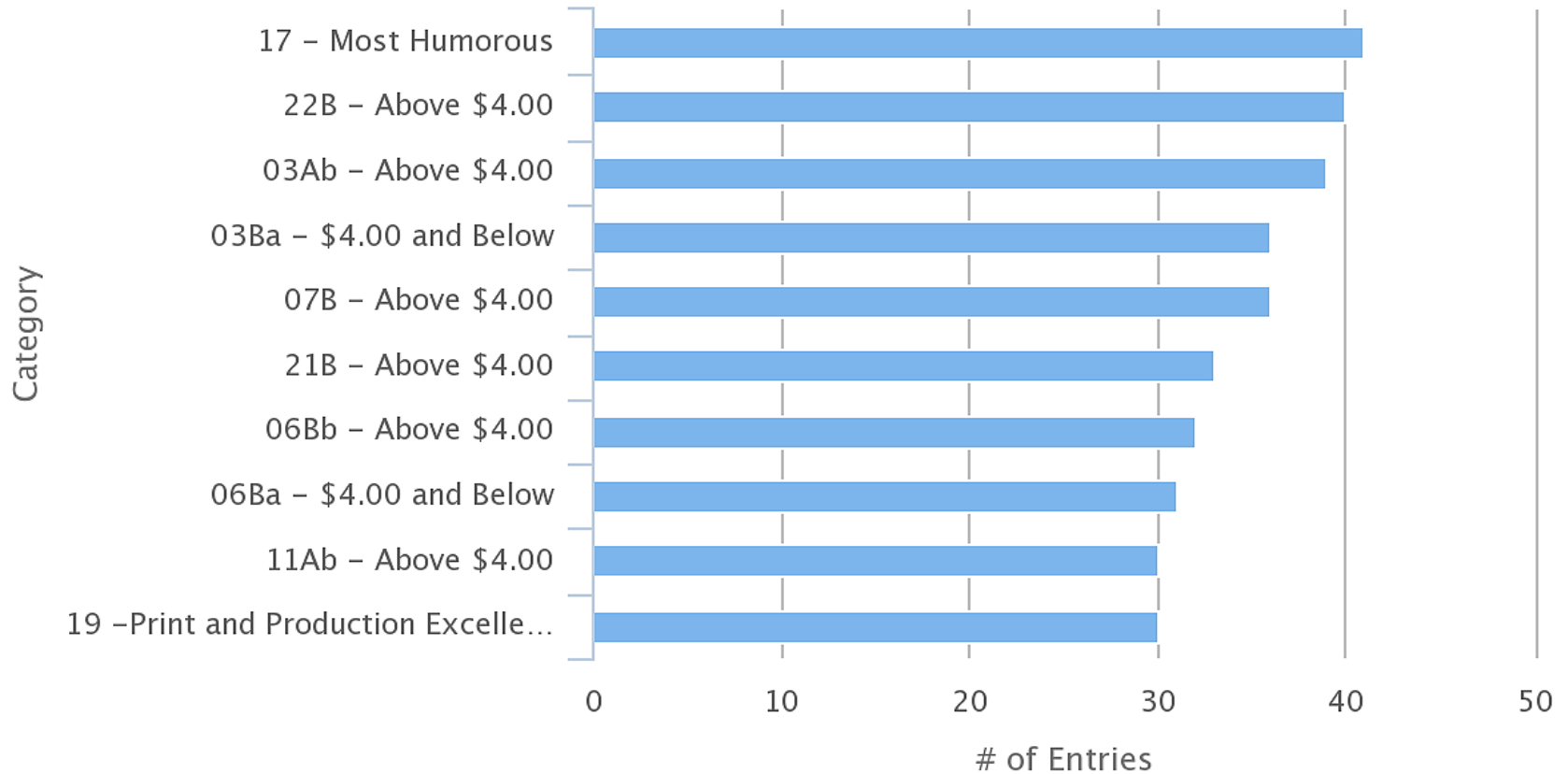
### POOREST PERFORMING CATEGORY BY AVG. SCORE

---

5.54

Congratulations / Special  
Occasion - \$4.00

## 2015 Top Ten Categories by # Entries



■ # of Entries

image/svg+xmlHighcharts.com



## CATEGORIES 2014

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### **MOST POPULAR CATEGORY BY NUMBERS OF ENTRIES**

---

52

General - Above \$3.50  
(Birthday)

### **LEAST POPULAR CATEGORY BY NUMBERS OF ENTRIES**

---

2

\$4.00 or Less  
(Letterpress)

## CATEGORIES 2014

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### MOST REVENUE FOR A CATEGORY

---

\$3420

General - Above \$3.50  
(Birthday)

### HIGHEST PERFORMING CATEGORY BY AVG. SCORE

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8.86

Above \$4.00  
(Letterpress)

### LEAST REVENUE FOR A CATEGORY

---

\$150

\$4.00 or Less  
(Letterpress)

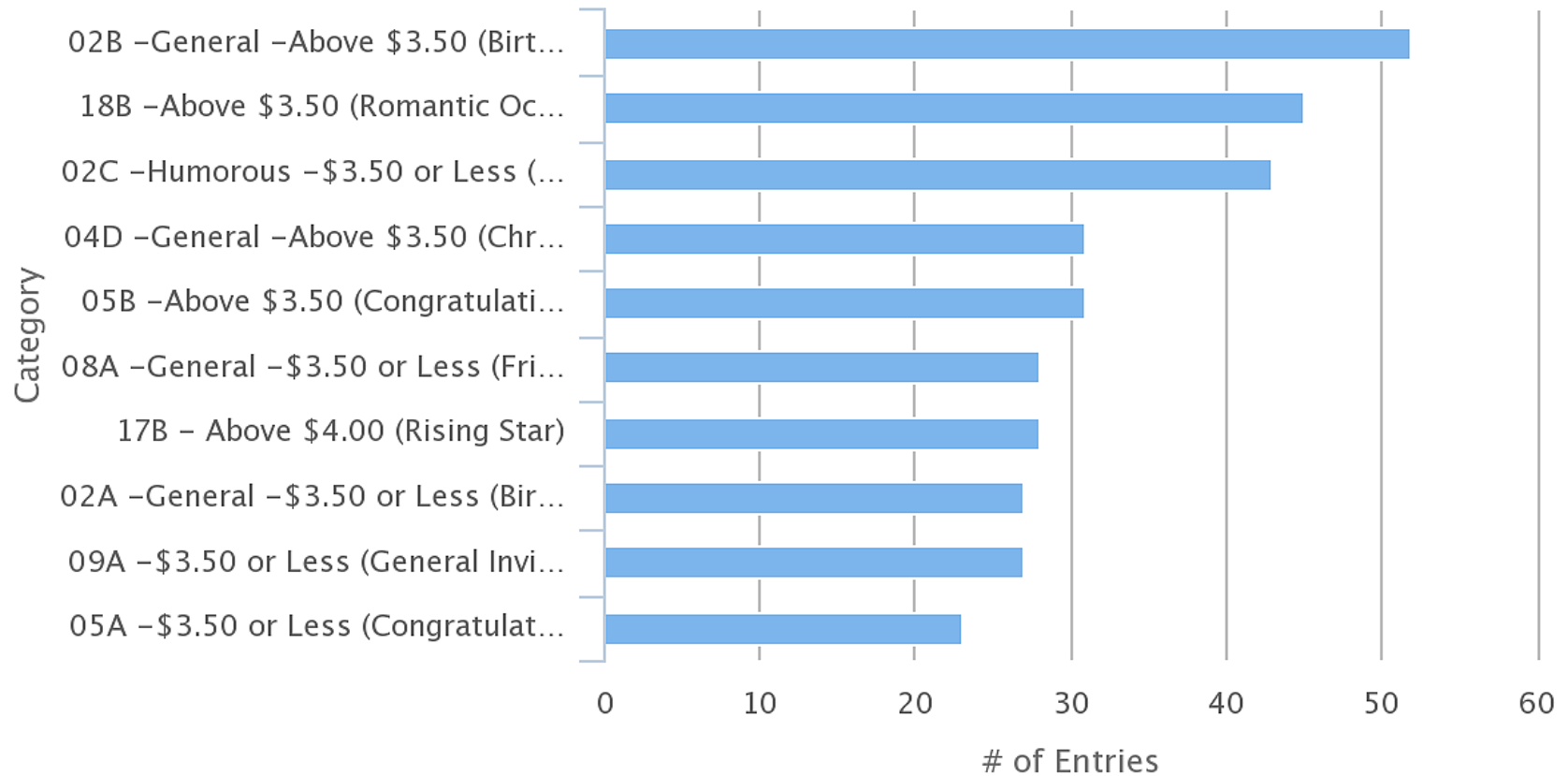
### POOREST PERFORMING CATEGORY BY AVG. SCORE

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5.02

Humorous - \$3.50 or Less  
(Birthday)

## 2014 Top Ten Categories by # Entries



■ # of Entries

image/svg+xmlHighcharts.com

## CATEGORIES PURCHASED TOGETHER 2015

---

Algorithm	Apriori
Min Support	0.05
Confidence	0.8

- Sympathy - \$4.00 & Below

PEOPLE WHO PURCHASED THIS ITEM ALSO PURCHASED:

Romantic Occasions - \$4.00 & Below

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- Friendship/Encouragement - Humorous - \$4.00 & Below

PEOPLE WHO PURCHASED THIS ITEM ALSO PURCHASED:

Birthday - Humorous - \$4.00 & Below

## CATEGORIES PURCHASED TOGETHER 2015

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Algorithm	Apriori
Min Support	0.05
Confidence	0.8

- Valentines Day - Above \$4.00
- Romantic Occasions - Above \$4.00

PEOPLE WHO PURCHASED THIS ITEM ALSO PURCHASED:

Birthday - General - Above \$4.00

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- Congratulations/Special Occasion - Above \$4.00
- Birthday - General - Above \$4.00

PEOPLE WHO PURCHASED THIS ITEM ALSO PURCHASED:

Romantic Occasions - Above \$4.00

## CATEGORIES PURCHASED TOGETHER 2014

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Algorithm	Apriori
Min Support	0.05
Confidence	0.8

- Thank You - \$3.50 or Less

PEOPLE WHO PURCHASED THIS ITEM ALSO PURCHASED:

Friendship / Encouragement General - \$3.50 or Less

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- Family Celebrations - \$3.50 or Less

PEOPLE WHO PURCHASED THIS ITEM ALSO PURCHASED:

Congratulations / Special Occasion - \$3.50 or Less

## JUDGE BREAKDOWN 2015

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Jane Doe

Avg. Score:

4.8935

John Smith

Avg. Score:

5.0130

TOUGHEST  
JUDGES

Jane Smith

Avg. Score:

7.1619

John Doe

Avg. Score:

7.2130

MOST LENIENT  
JUDGES

## JUDGE BREAKDOWN 2014

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Jane Doe

Avg. Score:

4.5447

John Smith

Avg. Score:

4.9393

TOUGHEST  
JUDGES

Jane Smith

Avg. Score:

6.9173

John Doe

Avg. Score:

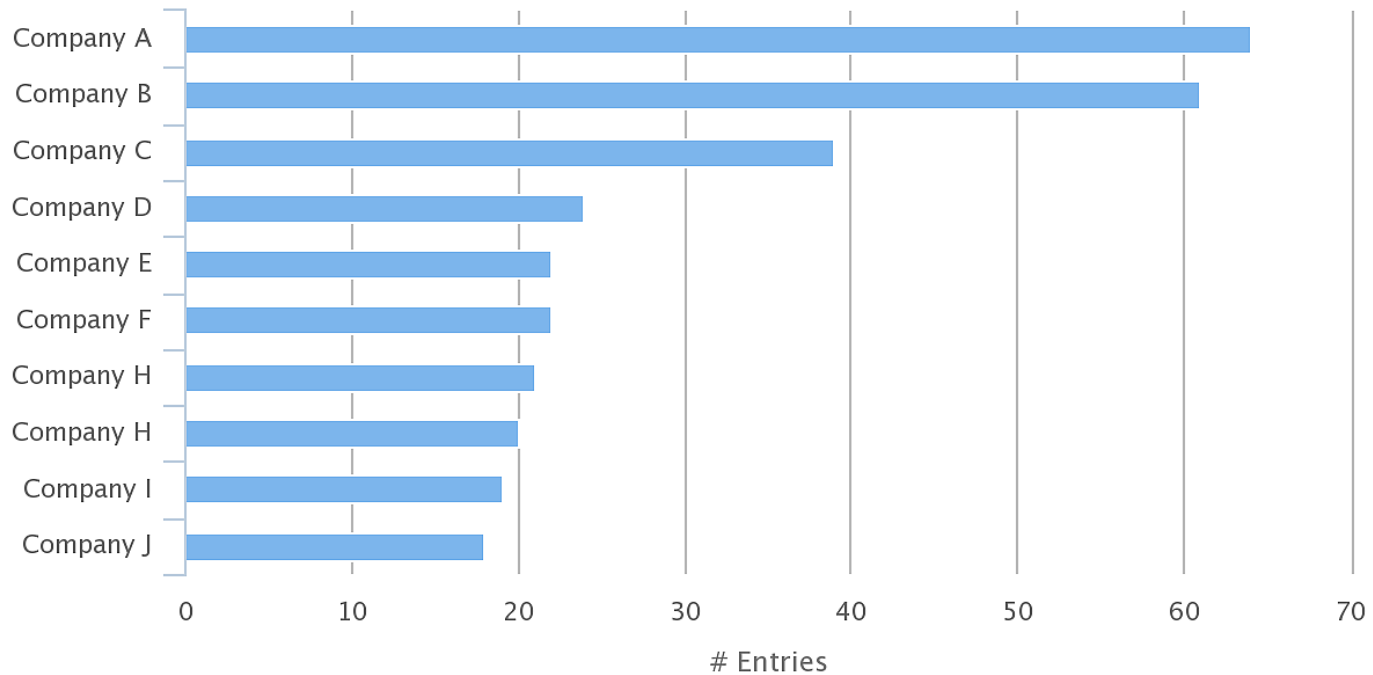
7.8603

MOST LENIENT  
JUDGES



## COMPANY ENTRANTS 2015

### 2015 Top Ten Companies

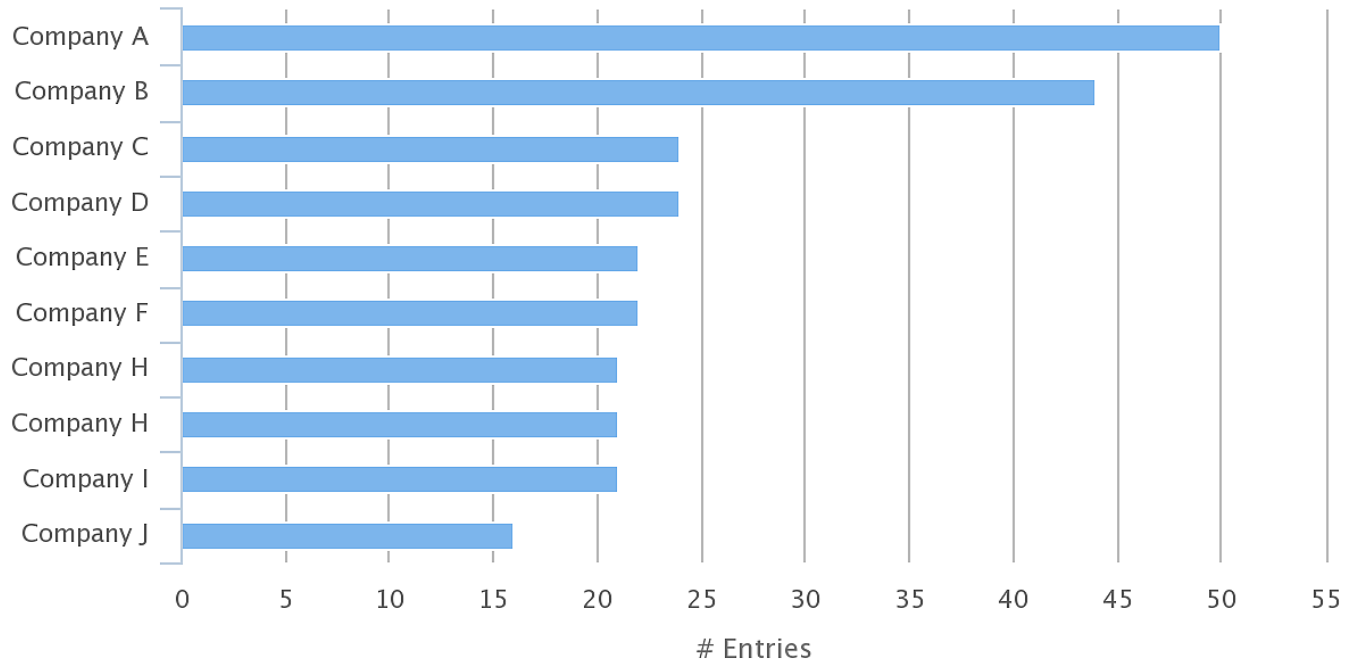


■ Entries

image/svg+xmlHighcharts.com

## COMPANY ENTRANTS 2014

2014 Top Ten Companies



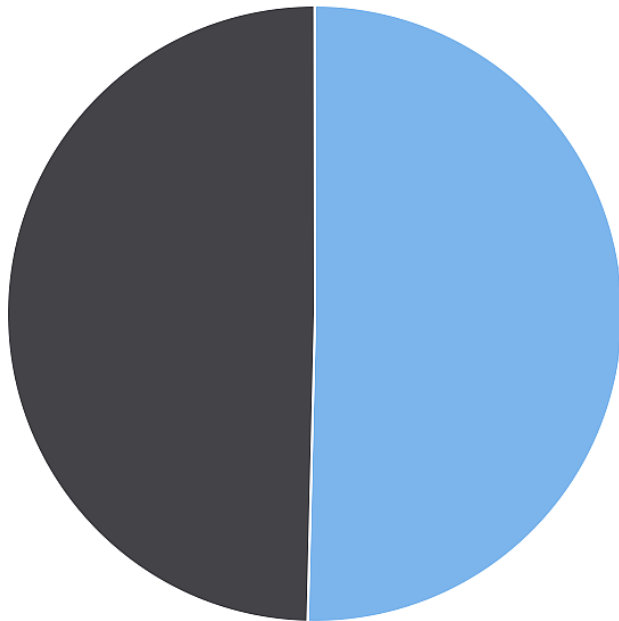
■ Entries

image/svg+xmlHighcharts.com

## FEES 2015

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2015 Member vs. Non-Member Revenue



■ Non-Member Entry Fee ■ Member Entry Fee  
image/svg+xmlHighcharts.com

### NON-MEMBER ENTRY FEE

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- \$33,450
- 50.39%

### MEMBER ENTRY FEE

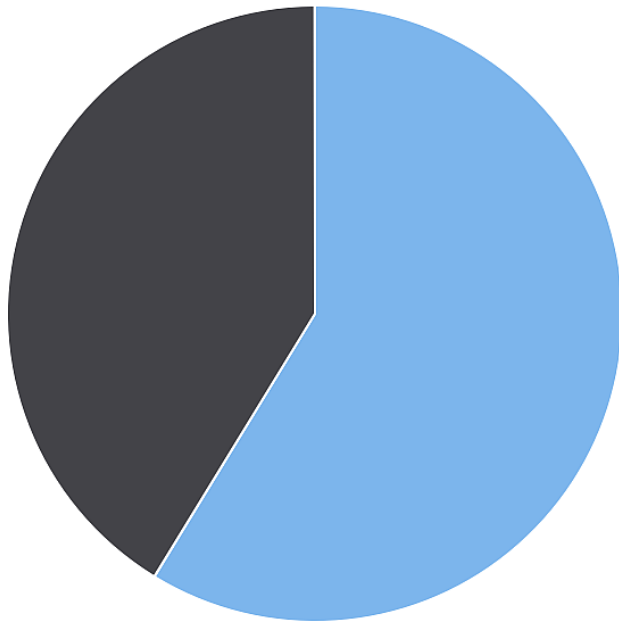
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- \$32,940
- 49.62%

## FEES 2014

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2014 Member vs. Non-Member Revenue



■ Non-Member Entry Fee ■ Member Entry Fee  
image/svg+xmlHighcharts.com

### NON-MEMBER ENTRY FEE

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- \$35,550
- 58.88%

### MEMBER ENTRY FEE

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- \$24,970
- 41.35%

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