

NPD BookScan

Title Comparison Graph

Effective: March 2020



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1. Title Comparison Graph Overview

Title Comparison Graph allows you to select up to five ISBNs and compare their data in graphic format.

2. Accessing Title Comparison Graph

Title Comparison Graph can be accessed from any page that contains the Graph up to 5 Titles tab, including Search Results, Bestsellers, Collections, and Author History.

1. View and locate desired ISBNs on the Search Results page. See Figure 1.

Figure 1: Search Results page

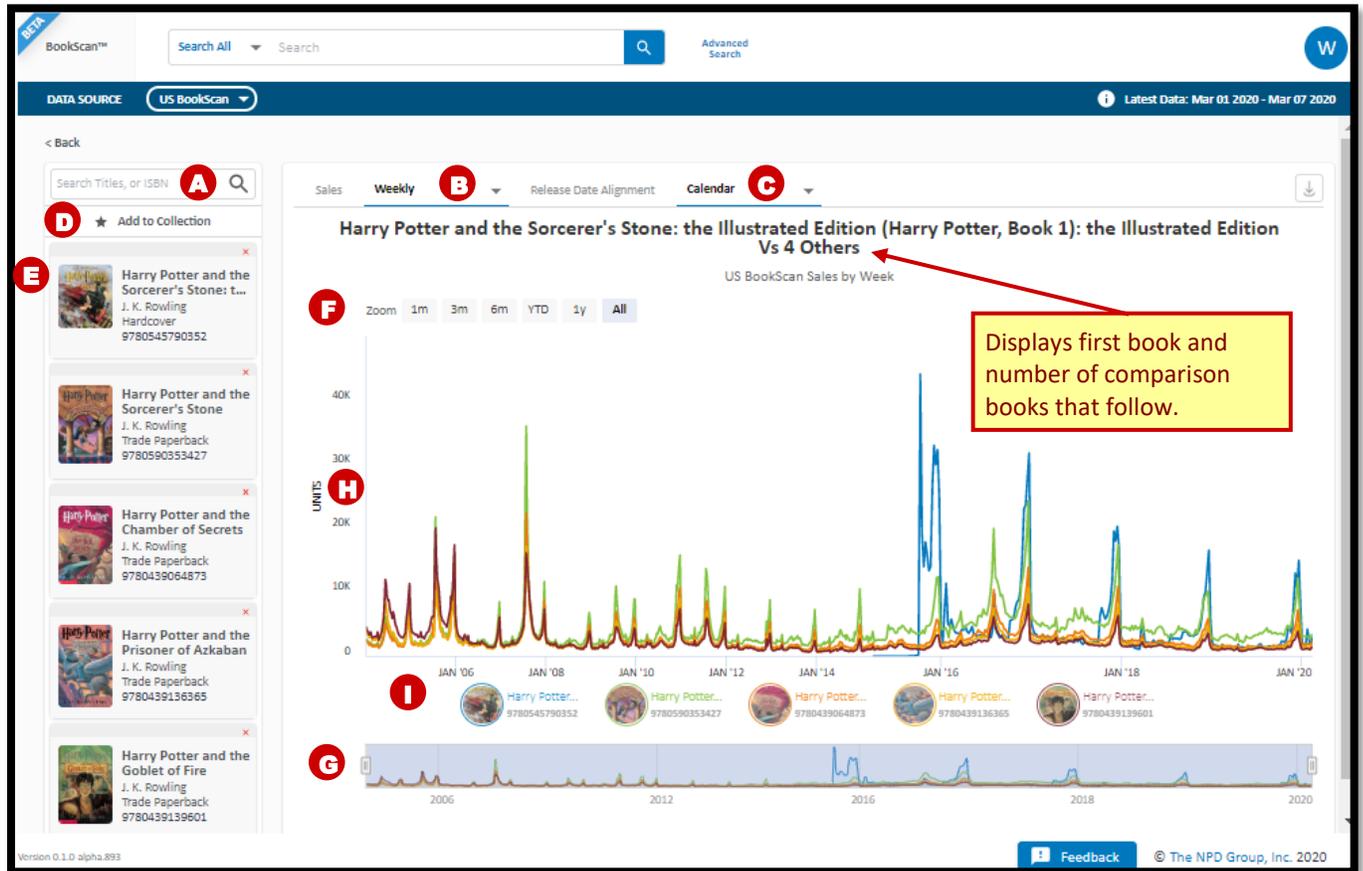
ISBN	FORMAT	TITLE	PRICE	AUTHOR	PUBLISHER	PUBLICATION DATE	RTD SALES	TW SALES	YTD SALES
<input checked="" type="checkbox"/> 9780545790352	HC	Harry Potter and the Sorcerer's Stone: the Illustrated Edition (Harry Potter, Book 1): the Illustrated Edition	\$39.99	J. K. Rowling	Scholastic Books	2015-10-06	1,197,634	2,422	10,025
<input checked="" type="checkbox"/> 9780590353427	TP	Harry Potter and the Sorcerer's Stone	\$10.99	J. K. Rowling	Scholastic Books	1999-10-01	3,399,881	2,957	12,368
<input checked="" type="checkbox"/> 9780439064873	TP	Harry Potter and the Chamber of Secrets	\$10.99	J. K. Rowling	Scholastic Books	2000-09-01	2,194,716	1,864	7,502
<input checked="" type="checkbox"/> 9780439136365	TP	Harry Potter and the Prisoner of Azkaban	\$10.99	J. K. Rowling	Scholastic Books	2001-10-01	1,954,632	1,445	5,953
<input checked="" type="checkbox"/> 9780439139601	TP	Harry Potter and the Goblet of Fire	\$12.99	J. K. Rowling	Scholastic Books	2002-09-01	2,045,643	1,133	4,470

1. Click on checkbox(es) (see **A**) to select ISBNs.
Note: You can select one to five ISBNs.
2. Click on **Graph up to 5 Titles** tab (see **B**) to open the Create a Graph page. See Figure 2.

3. Working with the Graph page

Create a Graph allows you to view up to five books in graph format, where you can compare and view the number of units sold for each selected ISBN during a specific time period. See Figure 2.

Figure 2: Create a Graph page



Field	Definition
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You can search for other ISBNs by entering an ISBN and pressing <ENTER>.

Note: If you already have five selected, you will need to delete one to add a new one, as Create a Graph allows for no more than five ISBNs to be graphed at once.

What you can do:

To add ISBNs:

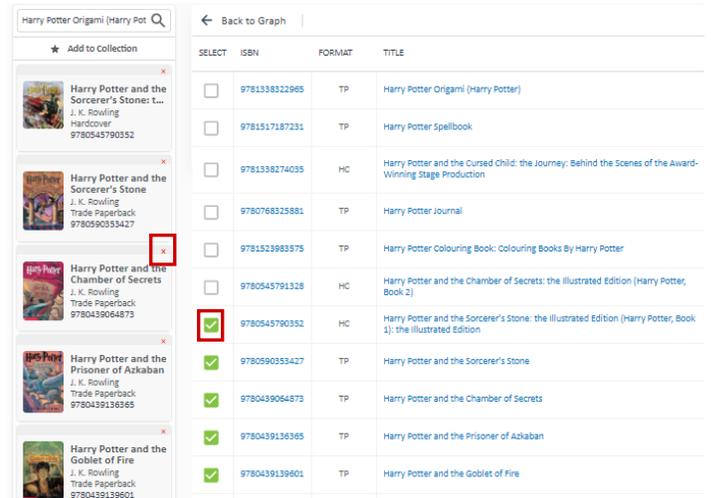
- Click on the checkbox to select.

To delete an ISBN:

- Click on the red x located in the upper right next to the book cover.

To deselect an ISBN:

- Click on the green checkbox to uncheck it.



A Search Titles, or ISBNs

B	Sales drop-down list	View Weekly Sales (default display) or RTD (Release to Date).
C	Release Date Alignment drop-down list	View by Calendar (default display) or Weeks Since Publication.
D	Add to Collection tab	This tab will be enabled once an ISBN checkbox is checked. See Collections for information on how to create a new collection and add to a collection.
E	Cover and Title information	Cover image, Title, Author, Format, and ISBN information. Click on the image or the title to navigate to the Single Title View for the ISBN. Note: You can also remove the ISBN by clicking on the red x located in the upper right next to the book cover.
F	Zoom	You can view the graph in the following time increments: 1 month (1m), 3 months (3m), 6 months (6m), Year to Date (YTD), 1 Year (1Y) and All. All is the default display.

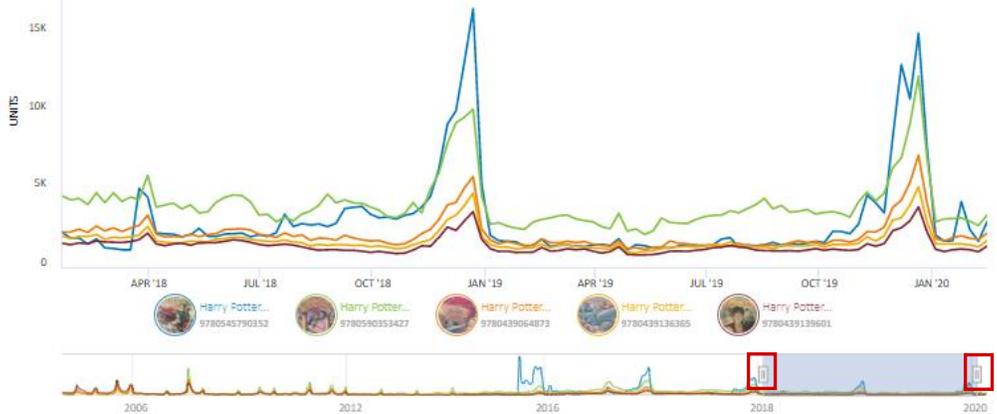
Time Scale allows you to zoom in and zoom out of a time period. However, you can only zoom in/out up to the original default time period that displays in the graph.

What you can do:

Click on the left slider icon and drag it to the right, back to an earlier period.

Click on the right slider icon and drag it to the left, back to a later period.

G Time Scale

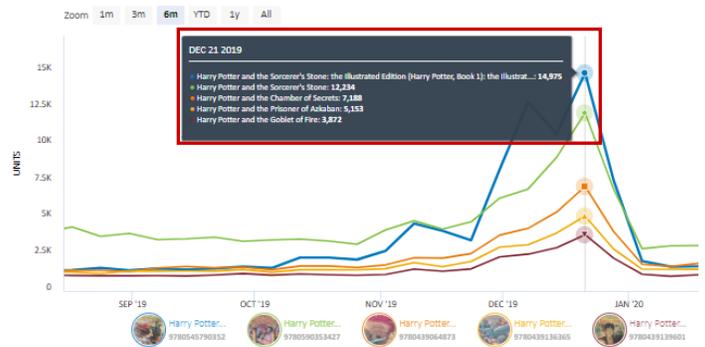


Represents sales dates for up to five ISBNs for comparison purposes.

H Graph

What you can do:

Hover mouse over a data source (in this example a multiple line graph) to display a popup box containing details about the ISBN.

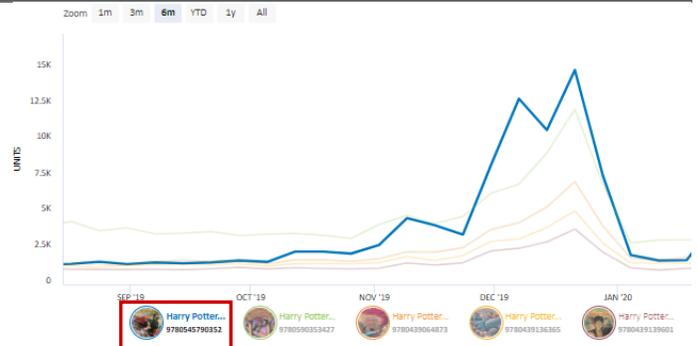


Color legend for ISBN.

I Legend

What you can do:

Hover mouse over a legend (in this example "9780545790352") to only display the data source you are hovering on.



Click on legend(s) to temporarily hide the ISBN(s) and view the remaining one(s). To toggle back, click on the same legend(s) again.