Vanderbilt University Data Analytics Bootcamp - - Anastasia Valdes - - Homework 1

Questions

Create a report in Microsoft Word and answer the following questions.

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
2. What are some limitations of this dataset?
3. What are some other possible tables and/or graphs that we could create?

There are a few conclusions I can draw from the data on Kickstarter campaigns.

* The most successful campaigns overall have been theatre and music launches. These categories together account for 63% of all successful launches.
* The US and Great Britain had by far the most campaigns, accounting for 89% of all campaigns.
* The best time to launch a campaign is May.

One of the key limitations of this data is that there is no global information. How do the Kickstarter campaigns compare to other crowdfunding platforms? Also, what else was happening in the economy and regulatory environment? Could the aftermath of the 2008 market crash account for the lower numbers before 2013?

Beyond what the assignment asked I created additional pivots “on the fly” so I could look at both annual trends and the regional campaign success.