HW#1 Report

# What are three conclusions we can make about Kickstarter campaigns given the provided data?

1. **By looking at the Category chart**, we can see apparently that the theater projects were the most held ones with a total of 1393 projects, 839 projects were successful Vs 493 failed. On the other hand, the music projects total number was 700 with 540 successful event vs 120 failed projects. Which makes music projects more successful than theater projects even though the total for theater projects is more. We can see these results clearly using the following percentage table.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Category | Total | Canceled | Failed | live | successful |
| film & video | 520 | 7.69% | 34.62% | 0.00% | 57.69% |
| food | 200 | 10.00% | 70.00% | 3.00% | 17.00% |
| games | 220 | 0.00% | 63.64% | 0.00% | 36.36% |
| journalism | 24 | 100.00% | 0.00% | 0.00% | 0.00% |
| music | 700 | 2.86% | 17.14% | 2.86% | 77.14% |
| photography | 220 | 0.00% | 53.18% | 0.00% | 46.82% |
| publishing | 237 | 12.66% | 53.59% | 0.00% | 33.76% |
| technology | 600 | 29.67% | 35.50% | 0.00% | 34.83% |
| theater | 1393 | 2.66% | 35.39% | 1.72% | 60.23% |

By looking at the successful percentage and comparing it with the Total, we can clearly see that even though music is not the most held projects but it is the highest successful percentage of 77.14% and a very small avg of failed percentage of 17.14%. another interesting fact that we see clearly here is the most failed projects were the ones related to food with 70% then games projects with 63.64%.

1. **By looking at the Sub-category chart**, we can see the same results as in the category chart above.

We notice that Plays sub-category (which comes under theater category) has the most held projects with 694 successful projects and 353 failed projects, but, for instance rock projects(which comes under music category) have a value of success 260 with 0 failed projects ,same thing for indie rock has a value of 140 with 0 failed projects.

1. **By looking at The Date Create Conversion chart**, we notice that there is a time effect (or seasonal effect) in between the projects that were successful or fail and the time that these projects were held. To make it clear I built the following table that shows the percentage of success, fail or cancel projects within the same time period.

|  |  |  |  |
| --- | --- | --- | --- |
| Month | Canceled% | Failed% | Successful% |
| Jan | 9% | 41% | 50% |
| Feb | 8% | 32% | 60% |
| Mar | 9% | 34% | 57% |
| Apr | 8% | 32% | 60% |
| May | 7% | 33% | 61% |
| Jun | 7% | 38% | 55% |
| Jul | 11% | 39% | 50% |
| Aug | 10% | 40% | 50% |
| Sep | 8% | 43% | 49% |
| Oct | 6% | 42% | 52% |
| Nov | 11% | 34% | 55% |
| Dec | 9% | 47% | 44% |

We notice that most projects that were heled in between { Feb ,June} were successful with maximum at May with 61%, while most failed held on Dec with 47% failed percentage. This success or fail percentages changes may be due to a seasonal effect or another timing effects such as vacations times.

1. What are some of the limitations of this dataset?

\*One of the limitations that I noticed is the relation between the canceled projects and the other parameters, in fact I could not reach to a correlation relation ship to specify the reasons behind cancelation projects.

\*another thing that I noticed is about Technology projects that has almost equal percentage of (successful, failed or canceled) State, which makes it interesting thing to dig deep and find more data to understand exactly what is the cause of this trend.

1. What are some other possible tables/graphs that we could create?

\*We could have built a table that shows category state vs country, and learn in deep which country has the most successful projects and what kind of projects were successful in each country.

\*Another table that we could of built is a table that show Date Ended Conversion vs category so to learn deeply which projects were success to maintain more in comparing to the table that we already have about Date Lunched Conversion vs category.