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Kickstarter Report

The data provided shows that the most successful Kickstarter campaigns were projects related to entertainment. The top categories in entertainment are theater, film & video and music. The second conclusion that can be made from looking at this data is that only about 1% of the projects in this data-set were actually live when this data was pulled. Lastly, looking at the Data Conversion Pivot Chart, there was no relation between the month and when a project succeeded or failed. The spike in projects succeeding and failing were inconsistent throughout the years.

A limitation to this data-set is that the cancelled category is vague. Creators can resume a cancelled project. Also, there were some cases where the pledged amount exceeded the goal amount but the project was still cancelled. Was this project later resumed and completed? Was it completed anyway by the creator and they decided to leave their status as cancelled? Also, the goal amount should be dependent on whether or not a user actually has a real budget plan for his project.

Other tables and/or graphs that could have been used to help visualize this data are a Pie Chart. Separate the chart by successful, failed, cancelled and live categories. Doing a Pie Chart for each category and splitting the chart by sub-categories would be good way to compare data by visualizing. Clustered column and 3D bar chart are very similar to the 2D pivot chart and are also other ways of displaying the data.