Brendan MacNeil

Data Science Bootcamp

1.23.19

In regards to the data set that we were given there are other various conclusions that can be reached by further examination.

A couple of conclusions that can be reached is that plays/theater Kickstarter projects have the highest success rate in being funded within their given timeframe. But they also have the highest failure rate as well. This is clearly due to the fact that the majority of Kickstarter projects, in this data set, are of this nature, exceeding the second highest, by more than four times.

We can also discern when is the highest amount of Kickstarts take place. This can be beneficial knowledge as we can see that the month of December has the lowest number of projects in total and also has the highest failure rate. This is beneficial to those that may want to begin a Kickstarter campaign so that they may see when people are willing to donate.

Of course, there are some things that we are missing with the data that is presented.

There are some outliers that made me raise an eyebrow as there are some projects that have met and/or exceeded their goal and yet they were still cancelled. Row 1014 greatly surpassed their initial goal by over two thousand percent. Yet, this project was still cancelled. Granted, this more on the human side and not the numbers side, so this will more than likely be a mystery that cannot be solved unless specifically asked to those that are running the Kickstarter.

Another question that this data set is lacking is, where is the money coming from? Different currencies have different weights around the world. A project that is/will be funded by Mexican pesos can, theoretically, be funded quicker if paid for by American dollars as the exchange rate is $1.00 = 19.08 pesos.

Other possible tables/graphs that could be created are:

* Success/fail rate of projects that received spotlight versus those that did not.
* Success/fail rate of projects that were staff picks versus those that were not.

It is remarkable what can be discovered by delving into data. The same principles can be applied to and company or business models to see where things can be improved, what works, and, even more importantly, what doesn’t.