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| Christine Foley-Mitchell  HW\_1 Kickstart Review |
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| 1. What are three conclusions we can make about Kickstarter campaigns given the provided data? |
| The outcome state for the US and Overall follow similar trends because the US is seventy-six percent of the Overall data. There are more backers supporting the fine arts as there are more projects in theater, music, and film/video. Sixty-four percent of those projects are successful, in which music sees the greatest success percentage to total at seventy percent. It would be interesting to know how large their followings were for artists within subcategories. In diving into the subcategories, we found many successful play campaigns. Theater has the greatest number of successful projects, with a sixty percent success rate, in which eighty-three percent were specifically from plays. Documentaries proved to be one hundred percent successful in the film/video category in which their percentage funded to goal was at least one-hundred percent. Food campaigns have a large failure rate at seventy percent. Technology is surprising split into thirds when looking at the percentage of failure, success, and cancelations. But, if we look at success to failure/cancellations, there are one third that are successful. This suggests that we should dig deeper and look at the subcategories, where there is a hundred percent success rate with hardware, however gadgets, wearables, and the web saw either failures or cancelations.  If we look at the monthly trend of data that spans over eight years, we can identify months that are typically good to begin a campaign. We can identify that overall, the campaigns that begin in May tend to see more success rate compared to those campaigns that begin in December. More data may be needed to determine why this is the case, however traditionally December being a holiday month, is a difficult month to for people to have extra money to donate. Of course, this overall data is weighted heavily with the results from Theater and Music, other categories may have better kickstart months; one thing is for certain and that is December is a bad month to begin a campaign for all categories, as the success rates dip for all categories.  In looking at the bonus chart, we can also conclude that the less money is needed for a campaign the better the chances of it succeeding, especially when the campaign is less than $10,000. We will also see that for campaigns that require over $50,000, the greater chance it will be cancelled or fail.  2. What are some of the limitations of this dataset?  We do not know how people communicated and marketed their needs prior and during their kickstart campaign. I would be interested in who set up the kickstart, for example is it an individual or company or non-profit.  I am uncomfortable with the monthly trend data when drilling down to the year. We need to look at it with aggregated data over a span of years to get any type of trend. It is skewed with the emphasis of Theater and Music; the smaller categories are limited on data points over the years. |
| 3. What are some other possible tables/graphs that we could create?  I would like to see outcome states to the percent funded (pledged to goal) to normalize the money raised; I would also like to evaluate the number of days in campaign for those who met or did not meet the percent funded in a campaign and how that may have impacted the success rate which can be reviewed with a pivot. Can we see the correlations of percent funded to success rate with a scatter plot graph?  To trend data over time, it would be helpful look at the moving averages. We can do that by trending the state over years to help smooth out the data that jumps all over the place month over month. |
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