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Homework 1: Kickstart Chart

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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?

1.- What are three conclusions we can draw about Kickstarter campaigns? ANSWER:

1.1.- Reviewing the following graphs we can conclude:

With the available data of 4000 projects, we found out that Theater projects have the largest count of crowdfunding projects successfully delivered at Kickstarter.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| country | (All) |  |  |  |  |
|  |  |  |  |  |  |
| **Count of name** | **Column Labels** |  |  |  |  |
| **Row Labels** | **successful** | **failed** | **canceled** | **live** | **Grand Total** |
| film & video | 300 | 180 | 40 |  | 520 |
| food | 34 | 140 | 20 | 6 | 200 |
| games | 80 | 140 |  |  | 220 |
| journalism |  |  | 24 |  | 24 |
| music | 540 | 120 | 20 | 20 | 700 |
| photography | 103 | 117 |  |  | 220 |
| publishing | 80 | 127 | 30 |  | 237 |
| technology | 209 | 213 | 178 |  | 600 |
| theater | 839 | 493 | 37 | 24 | 1393 |
| **Grand Total** | **2185** | **1530** | **349** | **50** | **4114** |

From the above table, we can analyze that Theater projects have been apparently the most successful, however Music projects are the second one with 540 successful projects and 120 failed and 20 still alive, therefore, from my point of view they have had better performance than Theater projects.

1.2

Analyzing the following charts we conclude:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| country | (All) |  |  |  |  |
| Category | (All) |  |  |  |  |
|  |  |  |  |  |  |
| **Count of name** | **Column Labels** |  |  |  |  |
| **Row Labels** | **successful** | **failed** | **canceled** | **live** | **Grand Total** |
| animation |  | 100 |  |  | 100 |
| art books |  |  | 20 |  | 20 |
| audio |  |  | 24 |  | 24 |
| children's books |  | 40 |  |  | 40 |
| classical music | 40 |  |  |  | 40 |
| documentary | 180 |  |  |  | 180 |
| drama |  | 80 |  |  | 80 |
| electronic music | 40 |  |  |  | 40 |
| faith |  | 40 |  | 20 | 60 |
| fiction |  | 40 |  |  | 40 |
| food trucks |  | 120 | 20 |  | 140 |
| gadgets |  | 20 |  |  | 20 |
| hardware | 140 |  |  |  | 140 |
| indie rock | 140 | 20 |  |  | 160 |
| jazz |  | 60 |  |  | 60 |
| makerspaces | 9 | 11 |  |  | 20 |
| metal | 20 |  |  |  | 20 |
| mobile games |  | 40 |  |  | 40 |
| musical | 60 | 60 | 20 |  | 140 |
| nature |  | 20 |  |  | 20 |
| nonfiction | 60 |  |  |  | 60 |
| people |  | 20 |  |  | 20 |
| photobooks | 103 | 57 |  |  | 160 |
| places |  | 20 |  |  | 20 |
| plays | 694 | 353 |  | 19 | 1066 |
| pop | 40 |  |  |  | 40 |
| radio & podcasts | 20 |  |  |  | 20 |
| restaurants |  | 20 |  |  | 20 |
| rock | 260 |  |  |  | 260 |
| science fiction |  |  | 40 |  | 40 |
| shorts | 60 |  |  |  | 60 |
| small batch | 34 |  |  | 6 | 40 |
| space exploration | 40 | 2 | 18 |  | 60 |
| spaces | 85 | 80 | 17 | 5 | 187 |
| tabletop games | 80 |  |  |  | 80 |
| television | 60 |  |  |  | 60 |
| translations |  | 47 | 10 |  | 57 |
| video games |  | 100 |  |  | 100 |
| wearables | 20 | 120 | 60 |  | 200 |
| web |  | 60 | 100 |  | 160 |
| world music |  |  | 20 |  | 20 |
| **Grand Total** | **2185** | **1530** | **349** | **50** | **4114** |

These charts show us a break down of Theater and Music among other Projects.

We find out that Theater with some bad performance projects should be avoided or minimized in the future, like Drama, Faith or Fiction, at least, they should be reviewed more thoroughly in the future proposals from kickstarters or define more precise and efficient metrics that allow to Backers/Investors to have better judgement and a method to analyze those kind of projects.

1.3

Regarding the following graph, tells us the following:

Analyzing the months of an accumulated timeline of 2009 thru 2017. The peak of kickstart is on May, having a valley on Sep and recovering on Oct and Nov, but definitely a declining on Dec.

The cause might be due to the global crisis of 2009 or the it was the date which Kickstarter launched on April 28, 2009 (<https://en.wikipedia.org/wiki/Kickstarter>).

The recovery of project crowdfunding was during the months of May, June, July maybe due to a seasonable condition during those months, the spring season, teenagers and young people eager to undertake new projects.

2.- Some limitations of this dataset?

2.1 The dataset is limited only to 4000 out of 300,000 projects launched on kickstarter. Making it just a small sample and maybe it was taken with some criteria that biased the results.

2.2. There are not enough metrics/KPIs that show us the performance of the project even if they were successful, or if they failed, why did they succeed?, why did they fail?. The only metric that seems to be analyzed by the backers is: “Getting funded on Kickstarter requires meeting or exceeding the project's initial goal”.

3 .- Other possible tables and/or graphs that we could create?

3.1 Graphs showing per KPI/Metric

3.2 Other graphs that show us the reason why some projects have been successful and why some other projects failed.

3.3 The tendency of the “live” projects, what is their current performance and if they will succeed of fail? The milestones they have achieved.

3.4 Average duration of successful projects per Category/SubCategory

3.5 Average duration of failed projects per Category/SubCategory