**Title: Homework 1; UA Data Analytics – Analysis Report**

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*Important Note: Live campaigns have been removed from data set in this word report. This is done accurately account for historical data and give way for more accurate percentages.*

1. **Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Row Labels** | **canceled** | **failed** | **live** | **successful** | **Grand Total** |
| film & video | 40 | 180 |  | 300 | 520 |
| food | 20 | 140 | 6 | 34 | 200 |
| games |  | 140 |  | 80 | 220 |
| journalism | 24 |  |  |  | 24 |
| music | 20 | 120 | 20 | 540 | 700 |
| photography |  | 117 |  | 103 | 220 |
| publishing | 30 | 127 |  | 80 | 237 |
| technology | 178 | 213 |  | 209 | 600 |
| theater | 37 | 493 | 24 | 839 | 1393 |
| **Grand Total** | **349** | **1530** | **50** | **2185** | **4114** |
| Percentage | 9% | 38% | N/A | 54% | 4064 |

Historically speaking, not accounting for live campaigns, 54% (2185 Campaigns) have succeeded, 38% (349 Campaigns) have failed, 9% (349 Campaigns) have been canceled.

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|  |  |  |  |
| --- | --- | --- | --- |
| **Count of Average Donation** | **Column Labels** |  |  |
| **Row Labels** | **FALSE** | **TRUE** | **Grand Total** |
| canceled | 345 | 4 | 349 |
| failed | 1464 | 66 | 1530 |
| successful | 1699 | 486 | 2185 |
| **Grand Total** | **3508** | **556** | **4064** |

87% Campaigns picked by staff succeeded. In other words when staff picked a campaign, its odds of success increased by 62%. (This conclusion comes with serious limitations. Refer to Question 3, Part 1 for more clarification)

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|  |  |  |  |
| --- | --- | --- | --- |
| US |  |  |  |
|  |  |  |  |
| **Column Labels** |  |  |  |
| **canceled** | **failed** | **successful** | **Grand Total** |
| **$ 682,064.62** | **$ 48,912.99** | **$ 10,553.78** | **$ 81,987.50** |

US Campaigns with lower goal amounts had the higher success rate.

Successful campaigns averaged the lowest goal amount of ten thousand dollars. Failed campaigns had higher average amount at fifty thousand dollars. Canceled campaigns had average amount of half million dollars.

*Note: Only US campaigns were used for this conclusion. All countries cannot be accounted for (within reasonable time constraints for this homework) due to the fact different countries had different currencies and thereby different values*.

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

The data set does not have a unified currency. It displays different currencies, i.e. different values in the same column.

The data does not clearly indicate which countries the donations came from. Only the country’s campaign and currency of that country. That limited in a way that the following question can’t be answered: Do you U.S. based campaigns have donors for outside the U.S.? What countries do U.S. Based donors mostly engage with outside the U.S.?

According to the data set, having a campaign picked by staff increase the odds of success by 62%. Staff picks could very well be based on actual qualitive factors that could induce more donors/backers. It could also be that donors/backers’ opinions are highly affected by whether a campaign has been staff picked or not.

The Data set accounts for live campaigns, which could lead an increase in error variance when accounting for campaigns results and percentiles.

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

Campaign State & staff pick table/graph (Demonstrated above, question 1, part 2)

Campaign State & goal amount table/graph. (Demonstrated above, question 1, part 3)

Campaign State, and dates lunched. (To analyze optimum lunch date/season)

Campaign State & Duration of campaign. (To analyze optimum campaign duration)

Campaign State & Category. (To analyze optimum category for success)

Countries & Average Donations. (To analyze which countries have optimum donation power)