**Kickstarter Report**

**Unit 1 – Assignment**

**Questions:**

1. **What are three conclusions we can make about Kickstarter campaigns given the provided data?**
2. **What are some of the limitations of this dataset?**
3. **What are some other possible tables/graphs that we could create:**

**1)** According to the analyzed data, people tended to fund 3 subcategories heavily more than anything else. These subcategories are Documentaries which is under the Film and Video Category; Rock music’s, which is under the Music’s Category, and the most funded subcategory was Theater plays, under the Theater Category. Despite a number of failed projects, people tend to like theater projects. The amount of theater play’s successfully funded projects was very high. People also tended to fund projects like nonfiction, radio and podcasts publishing. In addition, classical, pop, indie rock and electronic music’s had also a positive outcome.

As previously mentioned, sponsors leaned to invested on theater plays; however, according to the data, there was not a common trend to whether the musicals were to be funded or not; the data suggests that people funded specific musicals which they believed to be valuable and entertaining; therefore, the outcome result in this category was divided. In the other hand, technology was a category which a negative outcome was predominant. The only exceptions to this trend were the hardware and space explorations technologies.

The Film and Video Category had also a very poor outcome on projects such as science fiction, animations and drama. However, the worse outcome results were related with food projects. By analyzing the data, it is clear to suggest that the interest in subcategories such as food trucks and restaurants were minimal to none. The outcome in these subcategories were either failed or cancelled. Despite the critical results overall in the Food category, the small batch subcategory managed to have a number of successful projects.

**2)** The dataset gave a number of important data to be analyzed. Although, one more set of information could have been provided, such as the number of backers visiting those projects pages in average. The data gave us the backers count who had invested; however, there is no data regarding the number of people who had visited those kickstart campaigns in general. There could be a deeper study in the relationship between overall visitor and the outcomes, categories, and Countries. Therefore, it could reveal people who have not only curiosity, but interest on donating towards the project. Kickstart should have a “remind me” or “liked” button, which could be tracking those who have seem, liked, or visited project’s pages at some point.

**3)** I have created a table/graph to show the relationship between the outcome results on each Country. By dividing these outcome results by Country, we may discover not only a determinant variable such as Money (economic development), but also differences in worldwide cultures such as culture beliefs and the accessibility of these particular categories into the respective Countries.

As the table illustrates, the majority of the started projects are from the United States and the United Kingdom, which strongly suggest a main similarity such as an advanced economic development. In the other hand, Singapore, Belgium and Luxemburg present a very low number of started projects with a few to none successful outcomes, which we can relate to the lower income areas, comparing to US and GB.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| sub-category | (All) |  |  |  |  |
| Category | (All) |  |  |  |  |
|  |  |  |  |  |  |
| **Count of Category** | **Column Labels** |  |  |  |  |
| **Row Labels** | **successful** | **canceled** | **failed** | **live** | **Grand Total** |
| AT | 3 |  | 2 | 1 | 6 |
| AU | 19 | 14 | 41 |  | 74 |
| BE | 1 |  | 1 |  | 2 |
| CA | 64 | 17 | 64 | 1 | 146 |
| CH | 1 | 3 | 2 |  | 6 |
| DE | 23 | 3 | 27 |  | 53 |
| DK | 4 | 4 | 6 |  | 14 |
| ES | 11 | 1 | 9 |  | 21 |
| FR | 10 | 5 | 10 | 2 | 27 |
| GB | 366 | 25 | 205 | 8 | 604 |
| HK |  | 1 | 2 |  | 3 |
| IE | 8 | 2 | 4 | 1 | 15 |
| IT | 7 | 3 | 19 |  | 29 |
| LU | 2 |  |  |  | 2 |
| MX |  | 1 | 8 | 3 | 12 |
| NL | 2 | 4 | 14 | 1 | 21 |
| NO | 2 |  | 5 |  | 7 |
| NZ | 3 | 4 | 5 |  | 12 |
| SE | 7 | 5 | 9 |  | 21 |
| SG | 1 |  |  |  | 1 |
| US | 1651 | 257 | 1097 | 33 | 3038 |
| **Grand Total** | **2185** | **349** | **1530** | **50** | **4114** |