Start Book Analysis

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

* Considering the numbers of campaigns in total the most active categories to apply for Kickstarter were Theater, Music, Technology, Film&Video (see Chart 1). There is a correlation between the activity of category and number of successful campaigns.

Chart 1 – Number of campaigns by categories

* Campaigns in the entertainment sphere appeared to have the good prevalence of successful campaigns in such categories as Music(77%), Theater(60%), Film&Video(58%) (see Table 1).

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Count of state** | **Campaign State** |  |  |  |  |  |
| **Category** | **successful** | **live** | **failed** | **canceled** | **Grand Total** | **% of Successful** |
| film & video | 300 |  | 180 | 40 | 520 | 58% |
| food | 34 | 6 | 140 | 20 | 200 | 17% |
| games | 80 |  | 140 |  | 220 | 36% |
| journalism |  |  |  | 24 | 24 |  |
| music | 540 | 20 | 120 | 20 | 700 | 77% |
| photography | 103 |  | 117 |  | 220 | 47% |
| publishing | 80 |  | 127 | 30 | 237 | 34% |
| technology | 209 |  | 213 | 178 | 600 | 35% |
| theater | 839 | 24 | 493 | 37 | 1393 | 60% |
| **Grand Total** | **2185** | **50** | **1530** | **349** | **4114** |  |

Table 1 – Count of Campaigns by Category

Worth to mention the situation with Technology industry – though it was significantly active, it did not show good successful rate. This can be explained by the big number of canceled campaigns (178 out of 600 which constitutes 30%).

* Campaigns that run in February, and around May, June have better chances to be successful, while December campaigns have lower successful rate (see chart 2).

Chart 2 – Campaigns by date

1. What are some limitations of this dataset?

* In order to analyze funding trends, information about backers would be useful: Who are they? In what kind of projects do they invest their money? How much they tend to invest? By the available data it is hard to define if the average investment would be representative on the given number of investors.
* To better understand why one projects succeed while others do not, it would be valuable to know who organize these campaigns. To have the data for the future projects for them to know is it worth to hire professionals or not.

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

* The analysis could be also made to find how much each country invests into different categories of projects (see Chart 3). Pivot table in this case would show the amount of funds invested in categories by countries filtered by years. In the chart below the example of Theater category is shown.

Chart 3 – Funds invested in Theater by different countries

* The investigation could be made to find the correlation between project status and claimed fund goal (see Chart 4). The following chart shows data for country = GB in category = music.

Chart 4 – Correlation between state and goal

* To determine the duration of campaigns in different countries (see Chart 5). Chart 5 shows the average duration of successful campaigns in sub-category Photobooks.

Chart 5 – Average Duration of Campaigns by Country