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Unit 1 Homework: Kickstart My Chart

**Question 1:**

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

Figure

From the first glance, it is apparent that there a good deal of interest in theater projects, with almost twice as many investors as the nearest competitor, music. Music, however, does seem to result in a higher percentage of successful endeavors. Journalism just can’t get off the ground. Technology is iffy, a lot of activity, #3, but only about 1/3 successful. More on technology in question 3 response.

Figure 2, on the following page shows that the interest in theater largely focuses around financing plays, which would suggest that kickstarts may have become a major way of financing plays. As for music, it appears that rock still rocks; it has the most interest.

Figure 3, also on the following page, by itself suggests that kickstarts beginning in the spring time have a somewhat better chance of being successful. To verify that it is not anomalous, the same general trend seems to pervade each year, with some minor exceptions. That can be observed by interacting with the chart in Excel.

Figure

Figure

**Question 2:**

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

Although we are tracking the country, we have no idea where in the country these Kickstarter are happening. A more focused description of location could shed light on where the best places are for different types of Kickstarts. This dataset spans the world, both Northern and Southern hemisphere. If there is a seasonal variation in the data it should be normalized. Seasonal and Quarterly are two different animals.

A successful kickstart does not translate to a successful business, although it could. This dataset has no information about how successful the successful kickstart is.

**Question 3:**

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

There are many, many other types of graphs and charts that can be generated from this data set, not to mention the different styles of charts. Currency could be normalized to approximate dollars by implementing a conversion lookup table. Also, many of the blurbs are in different languages, making a detailed analysis more difficult for someone can’t read the language.

I have sorted the data in the excel spreadsheet by Sub-Category. Scrolling through the data it is easy to spot the big winners, and the big losers. I use the ‘Average of percent Funded’ broken out by sub-category. The Pivot table looks like this:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| country | (All) |  |  |  |  |
|  |  |  |  |  |  |
| **Average of PerCent Funded** | **Column Labels** |  |  |  |  |
| **Row Labels** | **canceled** | **failed** | **live** | **successful** | **Grand Total** |
| **film & video** | **0.06** | **0.07** |  | **1.32** | **0.79** |
| animation |  | 0.05 |  |  | 0.05 |
| documentary |  |  |  | 1.24 | 1.24 |
| drama |  | 0.10 |  |  | 0.10 |
| science fiction | 0.06 |  |  |  | 0.06 |
| shorts |  |  |  | 1.69 | 1.69 |
| television |  |  |  | 1.20 | 1.20 |
| **food** | **0.00** | **0.03** | **0.20** | **1.68** | **0.32** |
| food trucks | 0.00 | 0.04 |  |  | 0.03 |
| restaurants |  | 0.02 |  |  | 0.02 |
| small batch |  |  | 0.20 | 1.68 | 1.46 |
| **games** |  | **0.06** |  | **120.94** | **44.02** |
| mobile games |  | 0.06 |  |  | 0.06 |
| tabletop games |  |  |  | 120.94 | 120.94 |
| video games |  | 0.06 |  |  | 0.06 |
| **journalism** | **0.05** |  |  |  | **0.05** |
| audio | 0.05 |  |  |  | 0.05 |
| **music** | **0.07** | **0.10** | **0.34** | **6.93** | **5.38** |
| classical music |  |  |  | 1.13 | 1.13 |
| electronic music |  |  |  | 1.62 | 1.62 |
| faith |  | 0.08 | 0.34 |  | 0.17 |
| indie rock |  | 0.19 |  | 1.24 | 1.11 |
| jazz |  | 0.09 |  |  | 0.09 |
| metal |  |  |  | 1.31 | 1.31 |
| pop |  |  |  | 1.49 | 1.49 |
| rock |  |  |  | 12.98 | 12.98 |
| world music | 0.07 |  |  |  | 0.07 |
| **photography** |  | **0.15** |  | **1.66** | **0.86** |
| nature |  | 0.10 |  |  | 0.10 |
| people |  | 0.07 |  |  | 0.07 |
| photobooks |  | 0.22 |  | 1.66 | 1.15 |
| places |  | 0.08 |  |  | 0.08 |
| **publishing** | **0.05** | **0.06** |  | **1.54** | **0.56** |
| art books | 0.07 |  |  |  | 0.07 |
| children's books |  | 0.08 |  |  | 0.08 |
| fiction |  | 0.08 |  |  | 0.08 |
| nonfiction |  |  |  | 1.32 | 1.32 |
| radio & podcasts |  |  |  | 2.20 | 2.20 |
| translations | 0.01 | 0.04 |  |  | 0.03 |
| **technology** | **1.30** | **0.12** |  | **111.46** | **39.25** |
| gadgets |  | 0.18 |  |  | 0.18 |
| hardware |  |  |  | 165.10 | 165.10 |
| makerspaces |  | 0.20 |  | 1.23 | 0.66 |
| space exploration | 0.07 | 0.01 |  | 3.17 | 2.13 |
| wearables | 3.81 | 0.15 |  | 2.16 | 1.45 |
| web | 0.02 | 0.03 |  |  | 0.02 |
| **theater** | **0.09** | **0.11** | **0.32** | **1.28** | **0.82** |
| musical | 0.05 | 0.13 |  | 1.10 | 0.54 |
| plays |  | 0.11 | 0.29 | 1.28 | 0.88 |
| spaces | 0.13 | 0.08 | 0.40 | 1.36 | 0.68 |
| **Grand Total** | **0.69** | **0.09** | **0.31** | **17.64** | **9.46** |

The sums are meaningless, but any value above 1 in the value section indicates over – funding, which in turn represents a measure of enthusiasm for the Kickstart. Hardware, probably has a typo somewhere in the data (165 is too high it seems), but the overall trend is enthusiastic, super enthusiastic to say the least. Nevertheless, hardware is the biggest hotspot in all the kickstarts!