Letha Varughese

HW 1

01/04/2021

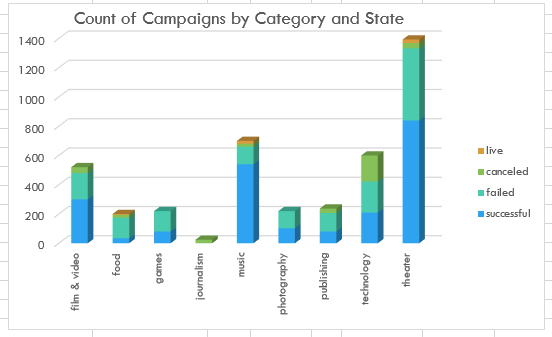
**Analysis of Data**

The Kickstart data contains 4114 rows of data with no missing data. There are 20 variables in the new data.

Analyzed the data using the Excel table to detect any patterns within the data to predict success or failure. A pivot table was used to create the charts.

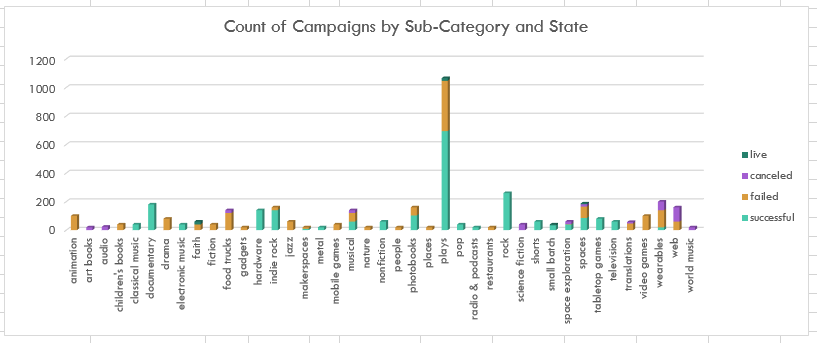
Chart A

Shows all campaigns and state by category. This counts the number of campaigns that were successful, failed, canceled, and those currently live.



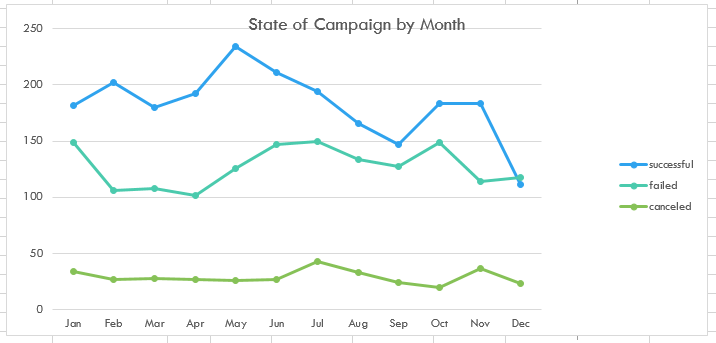
**The most successful campaigns start at theater, then music, followed by film & video.**

Chart B



**In Chart B, sorted by all counties the sub-category plays from category theater top the chart. The music sub-categories rock and indie rock are the most successful and documentaries are the most successful in the sub-category of film & video.**

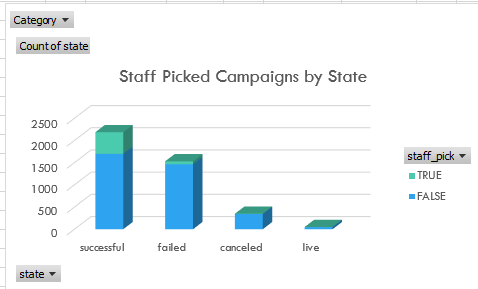
Chart C



**Chart C shows that most successful campaigns begin in May.**

Other Possible tables and graphs.

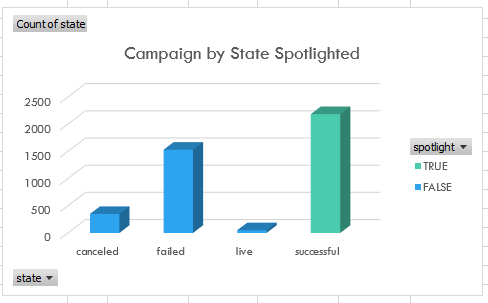
Chart D



|  |  |  |  |
| --- | --- | --- | --- |
| **State** | **FALSE** | **TRUE** | **Total** |
| successful | 1699 | 486 | 2185 |
| failed | 1464 | 66 | 1530 |
| canceled | 345 | 4 | 349 |
| live | 49 | 1 | 50 |
| **Grand Total** | **3557** | **557** | **4114** |

Campaigns picked by staff members had no influence in success.

Chart E



|  |  |  |  |
| --- | --- | --- | --- |
| State | FALSE | TRUE | Total |
| canceled | 349 |  | 349 |
| failed | 1530 |  | 1530 |
| live | 50 |  | 50 |
| successful |  | 2185 | 2185 |
| Grand Total | 1929 | 2185 | 4114 |
|  |  |  |  |

There is 100% success in campaigns that are spotlighted.

Limitations

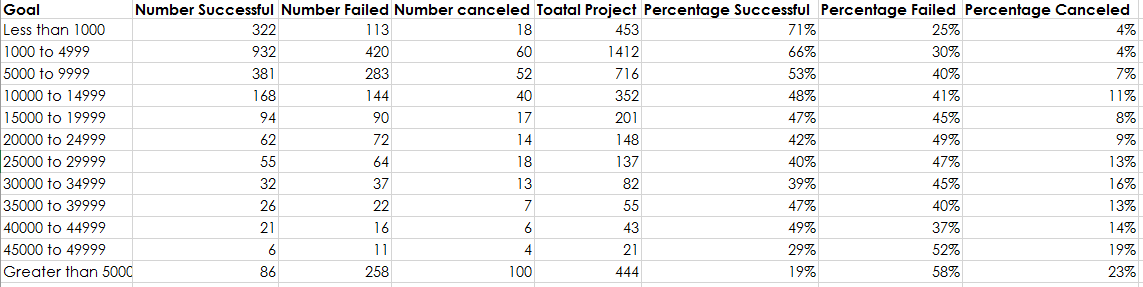
Specify a time line goals

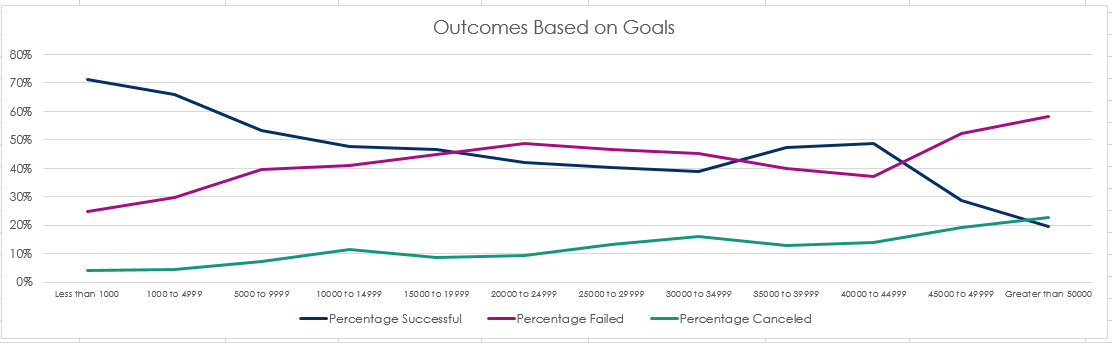
Once you've published your crowdfunding campaign, [start spreading the word](https://www.crowdcrux.com/ways-promote-crowdfunding-campaign/). Share your campaign on social media, with family and friends, on blogs and anywhere else where you can get it out there. The wider your reach, the more potential you have for investors to see it

these funding decisions will lead to a higher likelihood of funding success.

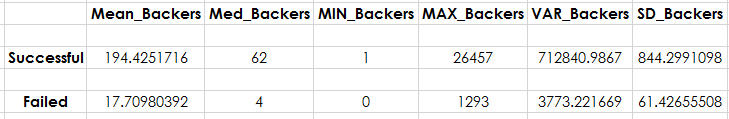
plans are positively associated with venture success.

**Bonus**





**Bonus Statistical Analysis**



 Here, neither mean nor median is useful to summarize the data. It has a very high number compare to the minimum value. Also, the standard deviation is very high.

 Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?