Kick Starter Analysis Report

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. The top three categories are Theater, Music, and Technology.
   2. The most popular sub category is plays by a massive margin (although is has only 3 sub categories), Rock music and documentaries are the second and third most popular respectfully.
   3. The sub categories with the most successful campaigns are documentary, rock and hardware.
2. What are some limitations of this dataset?
   1. The data does not have a long enough timeframe to include a significant amount of live data.
   2. It does not tell us who is creating the Kickstarter.
   3. It does not tell us how many Kickstarters that a given person/company have done before.
   4. Does not mark if it is a first time Kickstarter
   5. Doesn’t track is a Kickstarter was delivered
   6. The goals and pledge amounts have a large degree of variance.
   7. No data that shows why a kickstarter succeeded or failed
   8. Currency is not consistent and exchange rates vary by date
3. What are some other possible tables and/or graphs that we could create?
   1. Create a formulae column for the pivot tables to calculate % failed, % canceled and % successful. Then create charts for measuring the state rates for each category, sub category and month.
   2. Create charts and tables looking at % funded by category, sub category and month.
4. Use your data to determine whether the mean or the median summarizes the data more meaningfully.
   1. The mean represents the dataset much more accurately as there is a great deal of variance within the data set. The SD is many times the median, which would indicate that the middle value of the data set is unlikely to hold much meaning.
5. Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?
   1. This is much more variability with successful campaigns, and it does make sense. For a campaign to succeed you need to achieve a certain dollar amount and it logically follows that a higher number of followers would indicate a project getting funded.
   2. One tidbit I found interesting is that the SD for failed campaigns is slightly lower than the media of successful campaigns. This could indicate that the median for successful campaigns could be used as a potential benchmark or goal for a project to aim for. (Although I would want to further expand upon this analysis by goal amount)