Homework #1: Kickstart My Campaign (Nina Anderson)

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| --- | --- | --- | --- | --- | --- |
| Count of state | Column Labels |  |  |  |  |
| **Row Labels** | **canceled** | **failed** | **live** | **successful** | **Grand Total** |
| plays | 0.00% | 8.58% | 0.46% | 16.87% | 25.91% |
| rock | 0.00% | 0.00% | 0.00% | 6.32% | 6.32% |
| documentary | 0.00% | 0.00% | 0.00% | 4.38% | 4.38% |
| indie rock | 0.00% | 0.49% | 0.00% | 3.40% | 3.89% |
| hardware | 0.00% | 0.00% | 0.00% | 3.40% | 3.40% |
| photobooks | 0.00% | 1.39% | 0.00% | 2.50% | 3.89% |
| spaces | 0.41% | 1.94% | 0.12% | 2.07% | 4.55% |
| tabletop games | 0.00% | 0.00% | 0.00% | 1.94% | 1.94% |
| musical | 0.49% | 1.46% | 0.00% | 1.46% | 3.40% |
| television | 0.00% | 0.00% | 0.00% | 1.46% | 1.46% |
| shorts | 0.00% | 0.00% | 0.00% | 1.46% | 1.46% |
| nonfiction | 0.00% | 0.00% | 0.00% | 1.46% | 1.46% |
| space exploration | 0.44% | 0.05% | 0.00% | 0.97% | 1.46% |
| electronic music | 0.00% | 0.00% | 0.00% | 0.97% | 0.97% |
| classical music | 0.00% | 0.00% | 0.00% | 0.97% | 0.97% |
| pop | 0.00% | 0.00% | 0.00% | 0.97% | 0.97% |
| small batch | 0.00% | 0.00% | 0.15% | 0.83% | 0.97% |
| wearables | 1.46% | 2.92% | 0.00% | 0.49% | 4.86% |
| metal | 0.00% | 0.00% | 0.00% | 0.49% | 0.49% |
| radio & podcasts | 0.00% | 0.00% | 0.00% | 0.49% | 0.49% |
| makerspaces | 0.00% | 0.27% | 0.00% | 0.22% | 0.49% |
| video games | 0.00% | 2.43% | 0.00% | 0.00% | 2.43% |
| people | 0.00% | 0.49% | 0.00% | 0.00% | 0.49% |
| animation | 0.00% | 2.43% | 0.00% | 0.00% | 2.43% |
| art books | 0.49% | 0.00% | 0.00% | 0.00% | 0.49% |
| gadgets | 0.00% | 0.49% | 0.00% | 0.00% | 0.49% |
| places | 0.00% | 0.49% | 0.00% | 0.00% | 0.49% |
| web | 2.43% | 1.46% | 0.00% | 0.00% | 3.89% |
| drama | 0.00% | 1.94% | 0.00% | 0.00% | 1.94% |
| mobile games | 0.00% | 0.97% | 0.00% | 0.00% | 0.97% |
| jazz | 0.00% | 1.46% | 0.00% | 0.00% | 1.46% |
| fiction | 0.00% | 0.97% | 0.00% | 0.00% | 0.97% |
| food trucks | 0.49% | 2.92% | 0.00% | 0.00% | 3.40% |
| audio | 0.58% | 0.00% | 0.00% | 0.00% | 0.58% |
| translations | 0.24% | 1.14% | 0.00% | 0.00% | 1.39% |
| restaurants | 0.00% | 0.49% | 0.00% | 0.00% | 0.49% |
| nature | 0.00% | 0.49% | 0.00% | 0.00% | 0.49% |
| children's books | 0.00% | 0.97% | 0.00% | 0.00% | 0.97% |
| world music | 0.49% | 0.00% | 0.00% | 0.00% | 0.49% |
| science fiction | 0.97% | 0.00% | 0.00% | 0.00% | 0.97% |
| faith | 0.00% | 0.97% | 0.49% | 0.00% | 1.46% |
| **Grand Total** | **8.48%** | **37.19%** | **1.22%** | **53.11%** | **100.00%** |

|  |  |
| --- | --- |
| **Row Labels** | **Percent of Data** |
| AT | 0.15% |
| AU | 1.80% |
| BE | 0.05% |
| CA | 3.55% |
| CH | 0.15% |
| DE | 1.29% |
| DK | 0.34% |
| ES | 0.51% |
| FR | 0.66% |
| GB | 14.68% |
| HK | 0.07% |
| IE | 0.36% |
| IT | 0.70% |
| LU | 0.05% |
| MX | 0.29% |
| NL | 0.51% |
| NO | 0.17% |
| NZ | 0.29% |
| SE | 0.51% |
| SG | 0.02% |
| US | 73.85% |
| **Grand Total** | **100.00%** |

1. Given the provided data, what are three conclusions we can draw about the Kickstarter Campaign?
   1. Success rates increase in the spring, and start steadily declining through the summer months. Short spike is observed in October and November but then decrease dramatically in December. This can be attributed to possibly: holiday season/shopping, etc.; at the end of the fiscal year, the decisions are made to either end/hold further funding until next fiscal year.
   2. The “Canceled” rate remains fairly consistent with small increases in summer and November
   3. “Plays” have the highest success rate
2. What are some limitations of this dataset?
   1. Almost 74% of the data come from the U.S.
   2. The number of observations in each category were not equal and significantly skewed.
   3. Most of the categories broadly fall into “entertainment”; there are other fields of interest where the Kickstart program could be implemented (ie. Healthcare, clinical trials, etc.)
   4. We don’t know the demographic information from the population in which the data was collected
3. What are some other possible tables and/or graphs that we could create.
   1. To obtain the information for the inferences listed above, I did create separate tables to see where the data is coming from (i.e. distribution of data by country and category),
   2. Look at trends for specific years when there was a known economic crises recession/depression
   3. Look at trends during election years or times where Democratic party was in office vs. Republican party was in office