Michael Padilla

KickStarter Analyzation

1)

* One very noticeable piece of data I was able to pull from the data is that Kickstarter began to reduce after 2015, as in there were less campaigns being opened and closed maybe indicating the decline of Kickstarter platform.
* Another conclusion that can be drawn, is that theater and subcategories of plays seem to be the most popular type of Kickstarter to have but also seems to be successful more than half the time.
* One last thing that can be concluded, although the data pool is small it seems clear that food-based Kickstarter seem to fail more often then others, more specifically only small batch food products have even come close to some success. Both restaurants and food trucks have all failed.

2) One of the big limitations of the data is the amount of campaigns for each category, this data doesn’t help show all the trends in all the categories, for example journalism only has 24 campaigns versus theater which has 1393. Another limitation to this data is the price of the backing and the rewards that come with being a backer and how that could have affected whether a campaign succeeded or not. One other big limitation is that all campaign goals are different so, the cheaper ones could have succeeded more than those who needed more so the data could be skewed.

3) There are many ways to get various data trends that you may be seeking. One of those various options would be to have a pivot table to show success in reference to the currency that was being asked or country in which it was started. Another interesting data set would be to see how spotlighting affected average donations, and success rate for each campaign or if there is a trend within countries on specific categories that do well. Those are just so of many ways to read the data.