Data Analysis

Q1.

Conclusions:

1. Theatre category projects have highest success in getting funding. Also, Kick start has highest Theatre category projects entries.
2. Plays within Theatre has highest success.
3. Month of May has a highest chance in getting funding/pledged from backers.

Q2. Following are limitations of this dataset

1. This data sets can only give high level analysis on success in getting pledged but doesn’t give details on how to get the pledged from backers. If we have data such as “rewards” and how much “rewards” have to be given to backers then that will help in further analyzing what it takes to get pledge from backers.
2. This data doesn’t give information on how much Kickstart takes a % cut of total fund. It is difficult to estimate the net funding you receive.
3. We cannot determine the estimated profit. That data can help in determining where the profit chances are higher.

Q3. What are the other possible tables/graphs that we could create?

1. We can create Pivot table for country as Rows and pledged under values. In this way, we can analyze which country Kickstart is successful in getting pledged from backers or in short, which country you have higher success in getting funding. We see that Great Britain stands second in the list of getting pledged success after US. US has the highest success in getting pledged from investors/backers. We can further analyze within US which category has the most success in getting the pledge by introducing “slicers” and adding “category” under Rows. Based on the analysis, technology has the highest success in getting funding/pledged from backers.
2. We can create a table of goals range against % successful, % failed and % canceled. We can analyze what amount of ask (goal range) gets the highest pledged rate or backers are comfortable in investing out their money. Note: this is analyzed in bonus sheet.
3. We can create pivot table by having backers count in values and date creation in rows, State in columns and categories and Years in Filters. This can give analyses of year over year analysis on total count of backers by slicing by Years and looking at grand total data.
4. We can create table to find out which category exceeded the funding (pledged>goal) by analyzing in pivot table
5. We can also create table/charts to understand the duration/average time it takes to get the pledge from backers or fastest time to get pledge. For that, we can calculate the difference between Date ended conversation and Date created conversation and determine the duration. Once duration is determined, we can plot pivot chart for categories, duration and states using Years as filters.