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Wash U Data Analytics Course

Week One HW: Excel

1. What are 3 conclusions we can make about kickstarted campaigns given the provided data?
   1. With the charts provided from this data we can conclude that the majority of Kickstarter campaigns are launched with creative intent. We can tell this because the most common categories of Kickstarter campaigns are in film & video (520/4114), Music (700/4114), and theatre (1393/4114). Because these totals made up more than half of the total campaigns in this data set, I decided to look into their specific sub-categories.
      1. Within the Film & Video sub-categories 520 total campaigns were launched. 300 of those campaigns were successful, or a 58% success rating. The campaigns that were successes all came from three of the six available sub-categories. Documentaries, shorts, and television. With documentaries making up 180 of the 300 successful campaigns. Or 60% of the total.
         1. Conclusions: From this analysis I would argue that if one were to launch a film & video Kickstarted campaign that they would have a better chance of success by pitching a documentary.
      2. Music was split into nine sub-categories with the highest number of campaigns coming from indie rock (160/700) and Rock (260/700). The majority of both were successes. Jazz, Faith, and World music sub-categories boasted no successful campaigns.
         1. Conclusions: From this analysis I would argue that the two music styles with the widest popular audience would be Rock and Indie Rock due to their higher launch and success rates compared to other sub categories.
      3. Theatre, with 1393 launched campaigns has a majority of those projects going to play production (1066/1393). Within that data set 694 campaigns were a success (65%), 353 had failed (33%), and 19 were live (2%).
         1. Conclusions: From this analysis I would say that there is a much stronger crowd funding popularity for plays as opposed to musicals or spaces.
2. What are some of the limitations of this dataset?
   1. Three limitations of this data would be that there is no regional data for donations, when the donations were given during the live period, or information on how much each donator gave to the project past average donations.
      1. By ‘Regional Data’ I mean which area in the country did the donations come from. If we had this information we could infer whether certain campaigns do better on the East or West Coast.
      2. If we knew when the most donations were given to the project (e.g. at the start, middle, or end) we may be able to use that data to better guess the success or failure of a campaign while it is still live.
      3. If we were aware of which donors gave more or less to a campaign we could better assume whether the campaign’s success was due to a large population wanting to see the goal met, or several larger donors wanting to see the project finished.
3. What are some other possible tables/graphs that we could create?
   1. Whether being a staff pick had an effect on whether or not the donation met its goal.
   2. Average donation separated by category and sub-category to see which projects have higher yielding donors.
   3. State vs. date Created, to see if there is a specific time of year the campaigns are more likely to be successful.