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Rutgers Data Science Bootcamp

Homework #1

Assigned: 1/30/2021

**Conclusions**

The data set as analyzed leads us to conclude that the arts (theater and music) had the highest quantity of successful funding campaigns and journalism had the no success with Kickstarter as all campaigns were canceled.

Kickstarter appears to be fruitful use of the participant’s time with an over 53% success rate. Although, a 45% failure rate isn’t something to boast about.

Lastly, I see some crossover in the categories. For example, journalism/audio is growing closer and closer to publishing/radio & podcast by way of social media and mobile devices. Better clarity on these categories could lead to more meaningful data analyses.

**Limitations**

One of the limitations is the cause of failures and cancelations. This would be helpful in tracking trends of public interests in the categories of Kickstarter campaigns.

Also, I noted is variable value of the currencies listed consequently this doesn’t analysis does not demonstrate the comparative value donors hold these categories. Adjusting for exchange rates could create a more valuable data set.

Additionally, this analysis doesn’t account for the lack of historical availability of Kickstarter outside the US. This first non-USA donation is captured 3 years into the data set. It’s possible donors from these countries had interest but not opportunity prior to 2012.

**Additional analyses**

To gain insight into public interest, I created a pivot of backers by country. This would be valuable for directing efforts in new markets.

The next level is shown by a multi-factor pivot (Backers by Category, Money by Category) which give insights into areas of interest for die-hard supporters of the categories looking for funding (both how many people and how much support is available).

**Bonus**

For the bonus exercise, we consider that both canceled and failed status are unsuccessful campaigns.

Looking at this exercise through the lens of marketability of a product or service, mean is a more meaningful statistic as it allows us to conclude which ideas are likely to be successful after the Kickstarter has ended.

I was not surprised to see more variance in the unsuccessful as these campaigns as the relatively low backers counts (and presence of zero backer campaigns) lend would skew this calculation.