

Tableau Case Competition:

Team 16: 
Silicon Analytics



OUR TEAM:



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Case Question Part 1:

- How did the pledged amount correlate to the category and overall success of each project?



Key Findings:

1.

The more money that pledged towards a category resulted in higher success rates



3.

The most successful projects had pledge amounts of \$100 - 200 million +



2.

Standout Sub-Categories:

- Technology
- Design
- Games



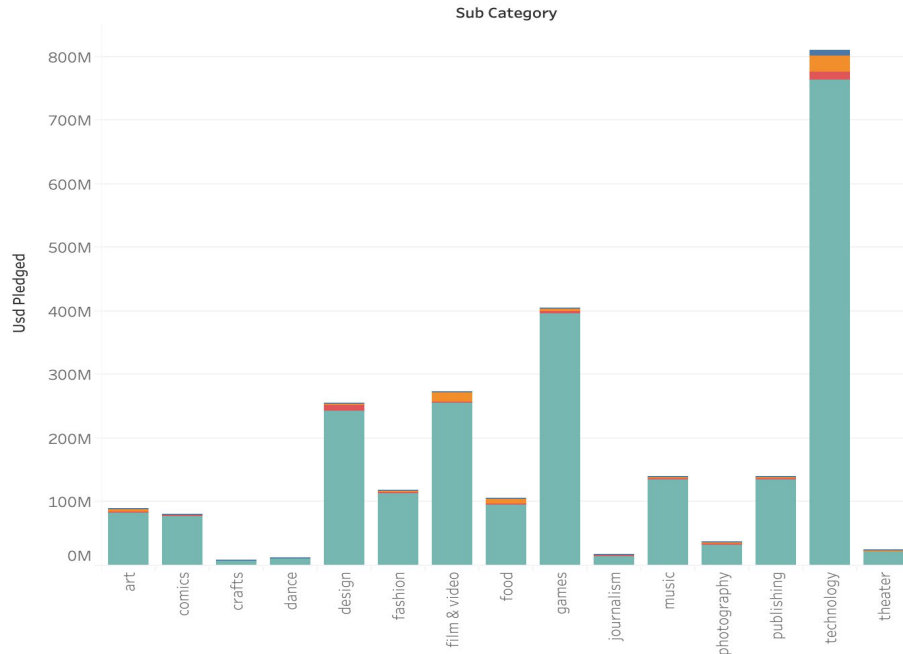
4.

Gen Zs consume the most online content and favor:

- Technology
- Games
- Film & Video
- Design

Correlation between Pledge and Success Rates:

Correlation between USD Pledged, Sub Category & Status



Status

canceled

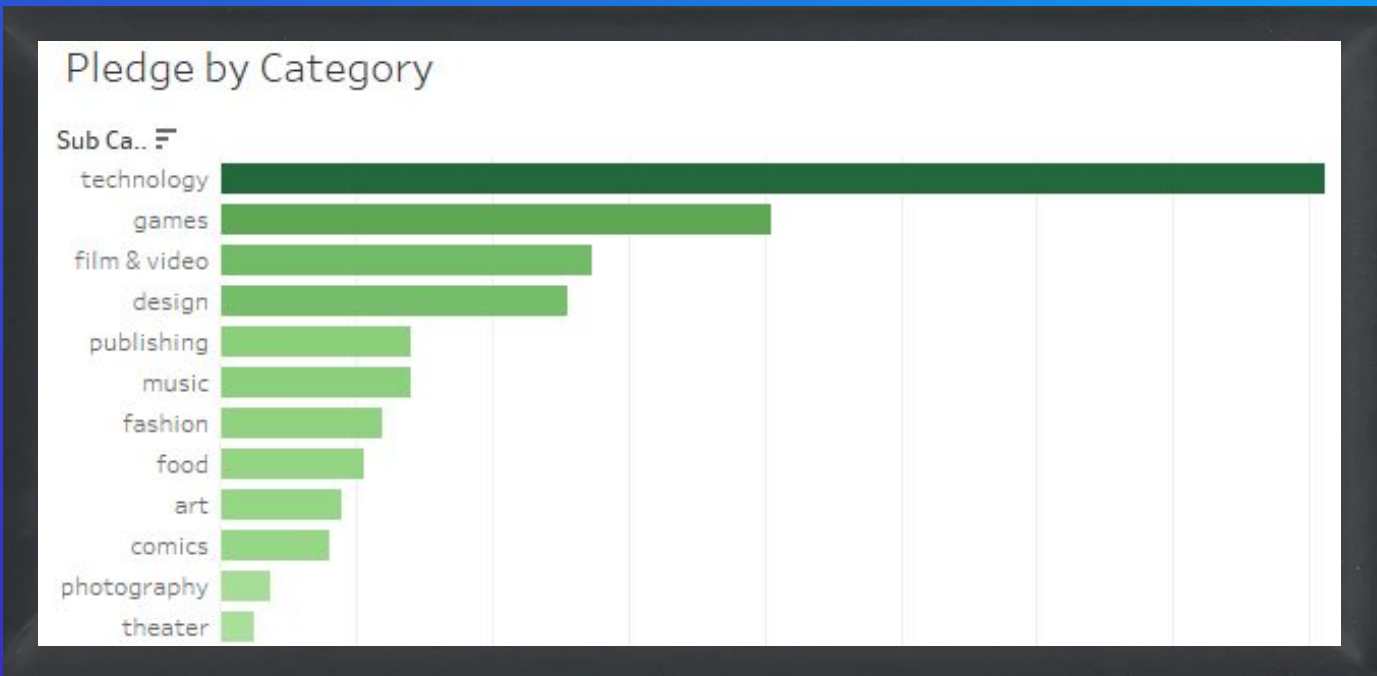
failed

live

successful

- The more that was pledged towards a project, the more successful the turnout was
- Technology, Games, Design, and Film & Video has the highest pledge and highest success rates

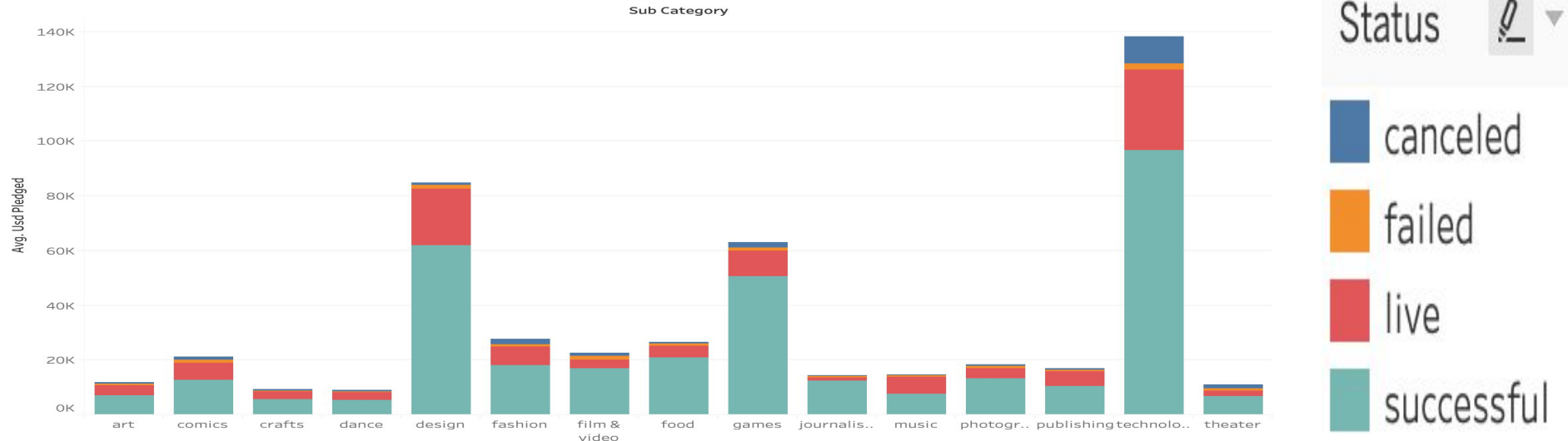
Popular Categories



Project Success per Sub Category

Status	Sub Category														
	art	comics	crafts	dance	design	fashion	film & video	food	games	journalis..	music	photogr..	publishi..	technolo..	theater
canceled	536	924	397	394	859	1,745	1,143	513	2,118	376	409	567	510	9,645	1,273
failed	571	1,261	398	485	1,384	975	1,416	933	1,059	512	535	666	722	2,266	819
live	3,669	6,058	2,698	2,632	20,685	6,826	3,115	4,372	9,446	1,280	6,074	3,677	5,245	29,576	2,097
successful	7,145	12,850	5,704	5,482	61,962	18,026	17,044	20,799	50,540	12,368	7,679	13,424	10,539	96,653	6,705

Project Success per Sub Category



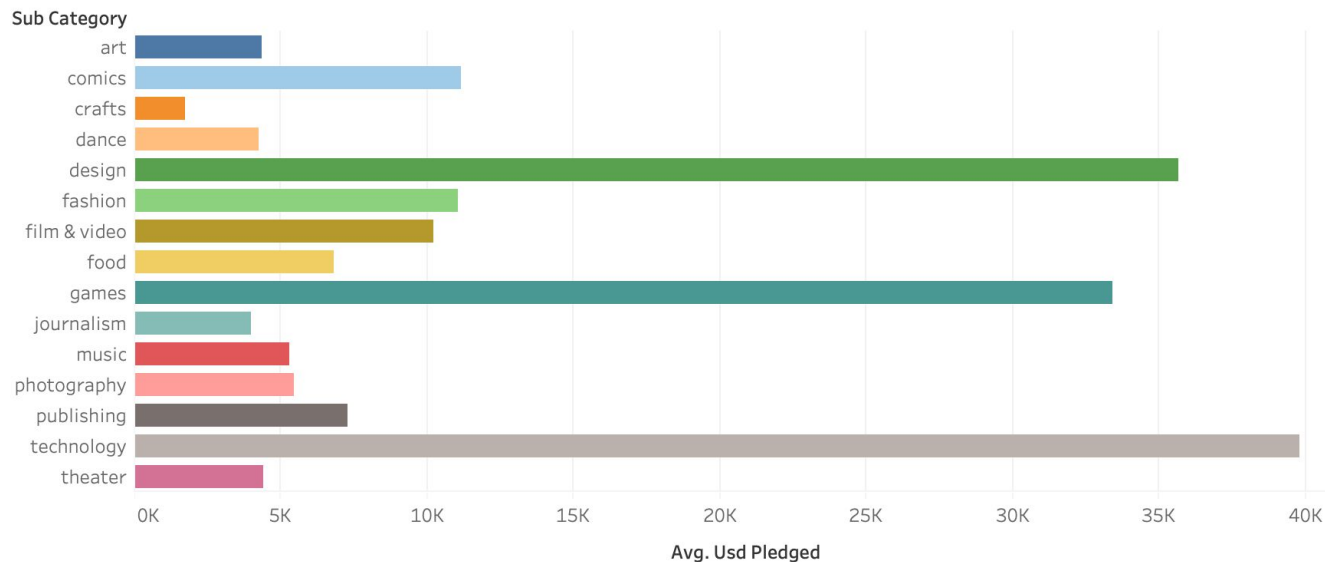
Case Question Part 2:

- How can we connect this to modern trends in media consumption by Gen Z?



Average USD Pledged per Sub Category:

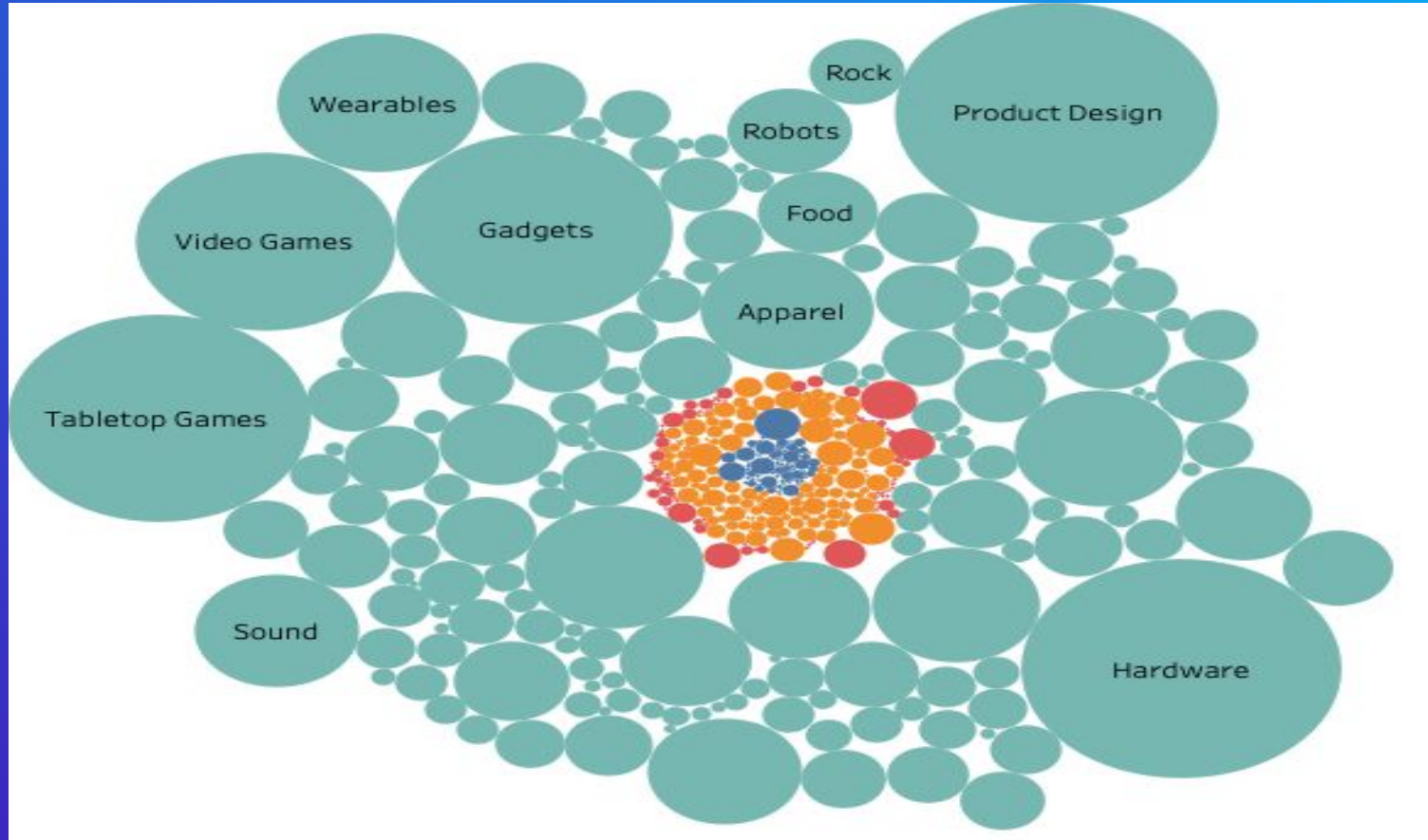
Average USD Pledged per Sub Category



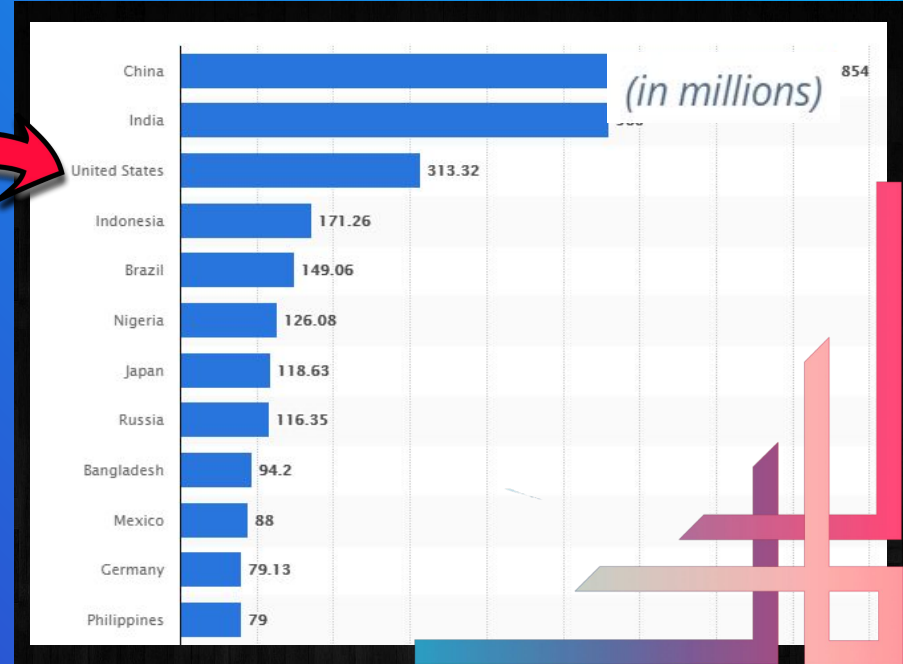
Sub Category



Correlation between popular media and category



Pledges by Country vs Most Internet Users

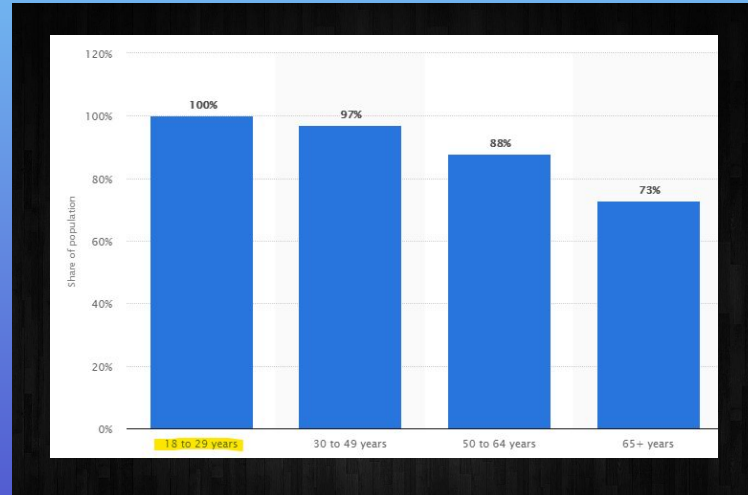


US ranks 3rd in Countries with the highest number of Internet Users (2020)

What generation uses the internet the most?

GenZ & Millennials

- Gen Z are more likely to be online.
- Kickstarter is online
- USA (3rd most online users) got the most pledges.



Fun Fact:

Top 10 Countries by Average USD pledged

Country	
SI	218,589
PL	80,235
GR	73,946
HK	38,820
JP	34,728
CH	16,389
AT	16,233
FR	15,332
DE	14,701
US	14,260

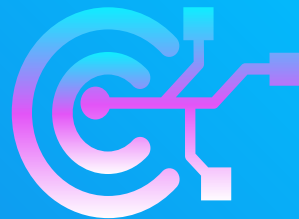


Slovenia has the highest average USD Pledged

Avg. Usd Pledged

2,128 218,589





Findings Summary:

Pledge by Category

- Technology
- Design
- Games

Pledge by Country

- Slovenia
- Poland
- Greece

Pledges, Categories, Success

- Higher pledge amount = greater success rates

Thank You!



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Works Cited:

<https://www.statista.com/statistics/266587/percentage-of-internet-users-by-age-groups-in-the-us/>

<https://www.statista.com/statistics/262966/number-of-internet-users-in-selected-countries/>

