Kickstarter Campaign

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1.In the Kickstarter Campaign, we can decipher from pivot Table 1 that the Theater and Music were the most successful I business in the data findings. Taking more of a micro look at the data we will find that Rock music received the most plays in the data. The month of May seemed to be the most successful for any of the companies. If we are looking to properly allocate the money raise to be profitable, I would advise the crowdfunding money get invested in one of the theater or music projects, that leaned towards the genre of rock. Also, if you could time the investment near and before the month of May you would see immediate and higher returns than any other time of the year.

2. Where is the data being polled from? Who collected the data? What was the sample size of the population? What was the average age? Without knowing where the data came from it’s hard to tell if the data is accurate and therefore making a proper investment becomes a great risk.

3. From the data that we have created and analyzed, we could create a table for goal, pledged and country. Another table we could create would be currency, currency and success rat.