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Data Analytics Bootcamp

HW 1 Report – Excel

1. Based on the data, we can see that campaigns in the theater, music, technology, and film & video categories are much more likely to achieve their goal than campaigns in other categories. We would need to do more research to find out why, but the data tells us that certain types of campaigns gain more traction and are more popular than others. If we can figure out why that is, we might be able to derive other conclusions about what types of people are visiting the site, their motivations for contributing to a campaign, and what it is about campaigns in the popular categories makes them stand out.

We can also see that the technology category has a much higher percentage of failed campaigns than others. Cancelled campaigns are the opposite of what Kickstarter users want to see, so we probably need to investigate this and see if there are potential causal factors that are feeding into this.

From the graph that displays Date Created vs Campaign Outcome (State) we can see that campaigns tend to be more successful earlier in the year (outside of a small spike around the holiday season). This could indicate that Kickstarter users are more likely to fund campaigns during certain parts of the year.

1. One of the limitations of this data set is that it doesn’t contain some key historical information about the products/services/ideas being advertised in the campaigns. How much has already been invested? How long has the idea been in development? Is the product in production already? This information could also factor heavily into the success of a campaign.

The data is also lacking information about the creator of the campaign. How many campaigns have they been involved in on the site? Have they been a part of a successful campaign in the past? This information could be correlated with the success of a campaign as well.

Social media data is also missing from this spreadsheet. Kickstarter campaigns can go viral on sites like Facebook and Twitter, which can lead to a greater chance of the goal being met. Were the campaigns shared heavily on social media? Which sites did the campaigns gain the most traction on?

1. We could create a chart that compares the success/fail/cancellation totals for staff picks vs. non-staff picks. Maybe the staff pick campaigns gain more exposure and have a higher chance of success. If so, campaign creators would want to do everything they could to be featured as a staff pick on the site.

We could also create a chart that compares the length of the campaign name (ranges of total characters) to campaign success. It’s possible that campaigns with long names are viewed more often because users think they must be interesting or in-depth. Or maybe users are drawn to shorter names that quickly convey what the campaign is all about.