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| Report  Ana Lucía Juárez Armenta Kickstarter14/03/2021  1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?   While we don’t know how this sample was chosen or why were these countries selected, we can still read the data. The first thing that pops up is the category and sub-category with the largest number of successful projects, theater. We can only speculate as to why this is so. It may be due to the countries selected, one of the countries with the largest number of starters is Great Britain, a country with an old and strong tradition of theater. The United States is the country with the largest number of successful theater projects. We can also theorize that projects that are easier to produce are more likely to achieve the goal given the fact that their goal is not as high as a videogame; however, we cannot confirm either theorize we don’t have more information.  The information we have also allowed us to see how the creation of projects moves through time (months and years). The successful and failed kickstarters have more movement than the canceled projects. We see an important rise of successful projects between May and June, followed by two falls, one in September and another from November to December. The data also allows us to track the projects’ creation throughout the years. We saw a steady increase from 2012 to 2015 when it reached its peak with1225 starters, in 2016 it diminished to 950 and, finally, 157 projects in 2017. We can see an increase in the popularity of this financing up to 2015.  Our third conclusion is about the goals and the relation it has with the outcome. While it may be obvious that the lower the goal, the easier it is to achieve it, we still must confirm it. We observed that the highest percentage of successful projects were those with goals under 1000 with 71%, followed by the projects with goals between 1000 and 4999 with a success rate of 66%. It makes sense then to state that the lower the goal, the more likely it will be to achieve it. Following this logic, the highest failure rates are of the projects with the highest goals, we confirmed this with a table. |
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What are some limitations of this dataset?

The first limitation we found was the little to no information about the sample. We don’t know how the sample was chosen. It would have been interesting to see the data of other countries, especially those with big investments in technology. We would have liked to know where are the backers from, how many of them are recurring backers or are they new.

What are some other possible tables and/or graphs that we could create?

As we went through the analysis we noticed the other possible tables and graphs we could make starting with a table that shows how much each country donated to projects that were successful, that failed, that were cancelled and that are still live.