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Data Analytics Bootcamp

Analysis of StarterBook.xlsx Data

Given the provided data there a few conclusions we can draw about Kickstarter Campaigns. First, Theater is a very popular category for Kickstarter campaigns. Theater has almost twice as many total campaigns versus the second highest category of Music. Second, during the winter months, November-January, there is a large change between successful and failed campaigns, suggesting that more people have less disposable income to spend on campaigns resulting in more failed campaigns during this time. Lastly, Journalism is the least popular category with 100% of all campaigns canceled.

Some limitations of the data set would be that it is outdated. There is no data newer than 2017. The data set is also very small. The introduction of the ReadMe mentions 300,000 campaigns but, the data set is only ~4,000 campaigns. This limits us to the accuracy of the conclusions we have made.

Some other possible tables or graphs we could create would be counting the results of campaigns that were picked by Staff or in Spotlight, the number of backers for each Category or Sub-Category, or even the Average Donation per Category.