**Bowen Prince**

**Data Cohort #5:** Tuesday/ Thursday

Homework #1: Report

8/30/19

**Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?**

1. Of the Parent categories Theater is by far the most in demand. However, it is only successfully funded about 60% of the time. Going deeper into an analysis on theater, I noticed a couple of things:
   1. People overwhelmingly want to fund Plays. The number of Musicals and Spaces were significantly lower than Plays.
   2. In the “By Category” Tab, the number of theater projects, both successful, unsuccessful and cancelled, provides approximately 35% of the grand total. It is telling that the total for the successful theater projects are more than any of the other parent categories, successful, unsuccessful or cancelled.
2. I would say that, overall, there is a trend downward in the use and success of Kickstarter projects. In the “By Month” worksheet, we can see that the overall trend of successful projects goes down and gets to approximately the same level as the number unsuccessful projects. I did some tinkering and created an additional “By Year” tab that shows the success, failure and cancellation of projects by year. Based on this new chart, it seems that there were more successful Kickstarter campaigns starting in 2013. It has a meteoric rise upwards in that year from 2013-2014. It continues this pattern until 2015 and then there is a decrease in a similarly meteoric fashion from the years 2016-2017. The interesting thing about this data is that the successful and unsuccessful projects have a very similar trend. What this tells me is that there was a lot of interest in Kickstarter from the years of 2013-2015. More people used it, so the level of both successful and unsuccessful projects trended upwards. From 2016-2017, people used it a lot less and therefore both the success rate and the failure rate dropped. Overall, it shows that there was a spike in use in 2016 and then it trends severely downward in the following years. To make an accurate conclusion on this theory, I would love to see an additional year’s data.
3. More people have donated to projects whose goals are under $10,000 or over $50,000. 43% of the total number of people giving money gave money to projects with a goal of under $1,000. That moves down to 30% in the $1,000 to $4,999 category and then to 10% in the $5,000 to $9,999 range. From $15,000 to $49,999 there are, comparatively, very few donors. At >$50,000 we go back up to 8%. In calculating which projects have been the most successful, I have found that projects from $1,000 to $4,999 have been the most successful with a 67% success rate.

**What are some limitations of this dataset?**

One limitation to this dataset that I can think of would be the fact that we cannot necessarily analyze the data in the blurb section. I can’t think of a way, in Excel, that we could sort through the different blurbs and see if there are any connections as to what people are looking for in a project and what they aren’t. We have a pretty good idea (based on the success rate of projects) of what works and what doesn’t, but it would be useful to be able to get a little bit more information on why people won’t fund this project over that project based on what they initially read.

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

I think a fun bonus question would have been pulling currency conversion data from a website and converting the different types of money into one standard currency. I have seen it done before and I think it would be interesting to pursue as another practice activity because there is a column that focuses on currency and specifies a type of currency. We could have also done a graph that measured the average donation vs. the success rate of the project. Overall, there is a lot that we could have done with the currency column of the data.

<https://www.extendoffice.com/documents/excel/688-excel-currency-conversion.html>