# Conclusion about the Kickstarter campaign

## Categories

According to Domino et al. (2021), using data analytics skills with emphasis on pivot tables that condense large datasets to draw insights is vital in today's business world. Therefore, this report examines the Kickstarter dataset and pivot tables and charts have been employed to scrutinize, examine, and draw conclusions about the project's past historical data.

The dataset indicates that Kickstarter has had more successful projects compared to canceled or failed. The Theatre and music category has more successful projects but relatively has a significant number of failed projects, would be prudent to infer more insight from the sub-category. Publishing, games, food, photography, and technology have more failed projects than successful, in this case, it is vital to examine the sub-category and determine the areas to seize funding and consequently production. See fig.1 for visual input from Kickstarter workbook.

Chart, table, Excel, waterfall chart

Description automatically generated

*Fig. 1.*

## Sub-categories

Analysis of the sub-category of Kickstarter there is more successful projects than failed or cancelled. Further scrutiny from the pivot chart, see fig.2., shows that plays have the most successful projects but also almost half failed projects, hence not an accurate measure. While it is evident that plays have gained more popularity, examining the pivot table shows that some sub-categories like rock, nonfiction, pop, hardware, electronic music, documentary, shorts, tabletop games, television and radio & podcast have had zero failed projects these projects have proven to return exponential results hence more funding is important.

Kickstarter should evaluate sub-categories like videogames, restaurants, places, people, nature, mobile games, makerspaces, jazz, faith, fiction, drama, animation, and children's books as they have all had failed launches. Reviewing these sub-categories will prove significant in the overall success of projects.

Chart

Description automatically generated

*Fig.2.*

## Limitations

1. Error control – the dataset returned an error while computing values that contain zero. Thus, the lack of error control or a debugging tool in an excel spreadsheet proved to be a challenge.
2. Crashes and performance degradation became a challenge while working with this dataset due to its large size. Since excel lacks sufficient memory to load a large dataset, the application tends to lag and crash causing performance issues
3. Time-consuming while using pivot tables and charts. For a large project like the issued dataset, creating an appropriate pivot chart and table consumes a lot of time

## Alternatives

*Scatter plots* – scatter plots draw insight that captures a negative or positive relationship between two variables.

*Qualitative & Quantitative analysis* – outliers are the cause of skewed data which causes inaccuracy and potentially causes misinformation. While the data provided by Kickstarter is large employing quantitative and qualitative analysis will eliminate inaccuracies. Hence, the box and whisker plot identify outliers visually. Outlying projects (categories) can be forgone or only run a pilot with a small budget to measure its potential success or failure

## References

Domino, M. A., Schrag, D., Webinger1., M., & Troy, C. (2021). Linking data analytics to real-world business issues: The power of the pivot table. *Journal of Accounting Education*, *57*, 100744.