Clay Franklin

Data Analytics 2019

Homework 1

Kickstarter Data Report

The purpose of this report is to draw several conclusions about Kickstarter campaigns with the provided data. This report will also identify some limitations of the dataset. Lastly, there are some other tables and/or graphs that can be created. I will be presenting this data to potential new users of Kickstarter.

Conclusions:

1) Greatest success happens in the spring. Kickstarter campaigns last sixty days, so play to this advantage and start your campaign in mid-March.
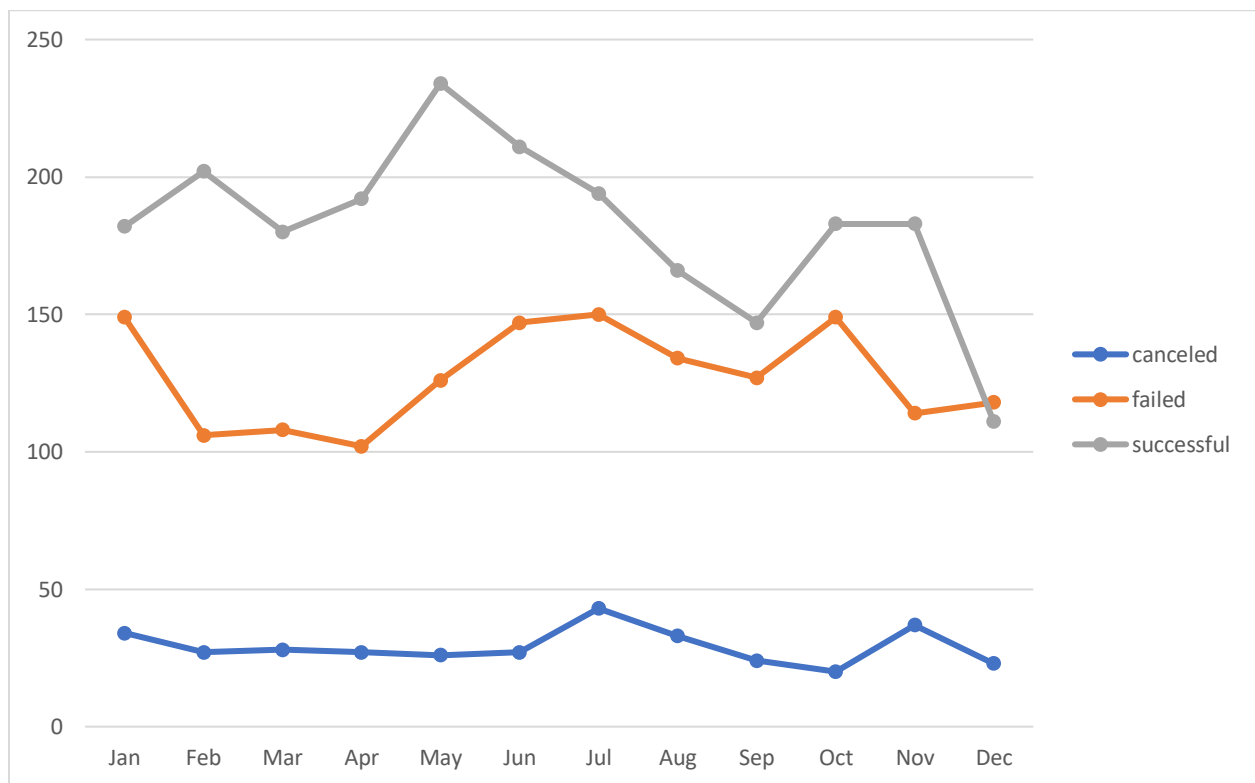
2) The best success percentage rate was found in lower contribution categories, specifically between less than $1,000 and between $5,000 to just under $10,000. This section combines to make up 2,800 of all 4,200 projects. They showed the best percentage of success as well when compared to other goal amounts.

Results based on Goal Amount
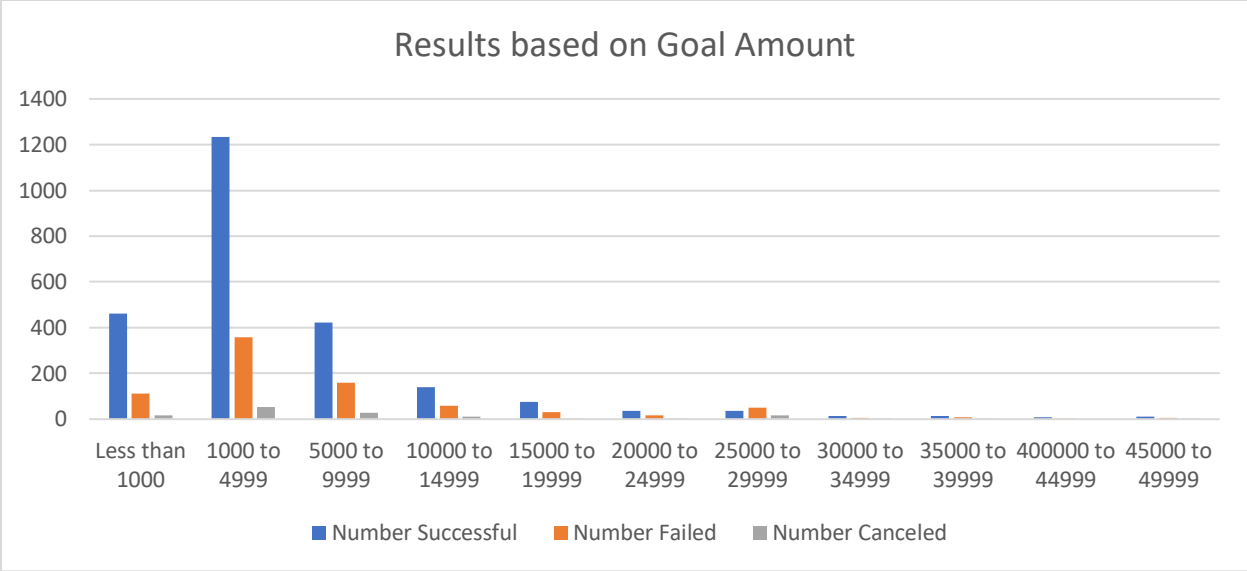
3) The largest number of campaigns started where theatre play productions. They performed at an optimistic 72% success rate. Other larger categories that made up the bulk of the data set was film & video, music, and technology.
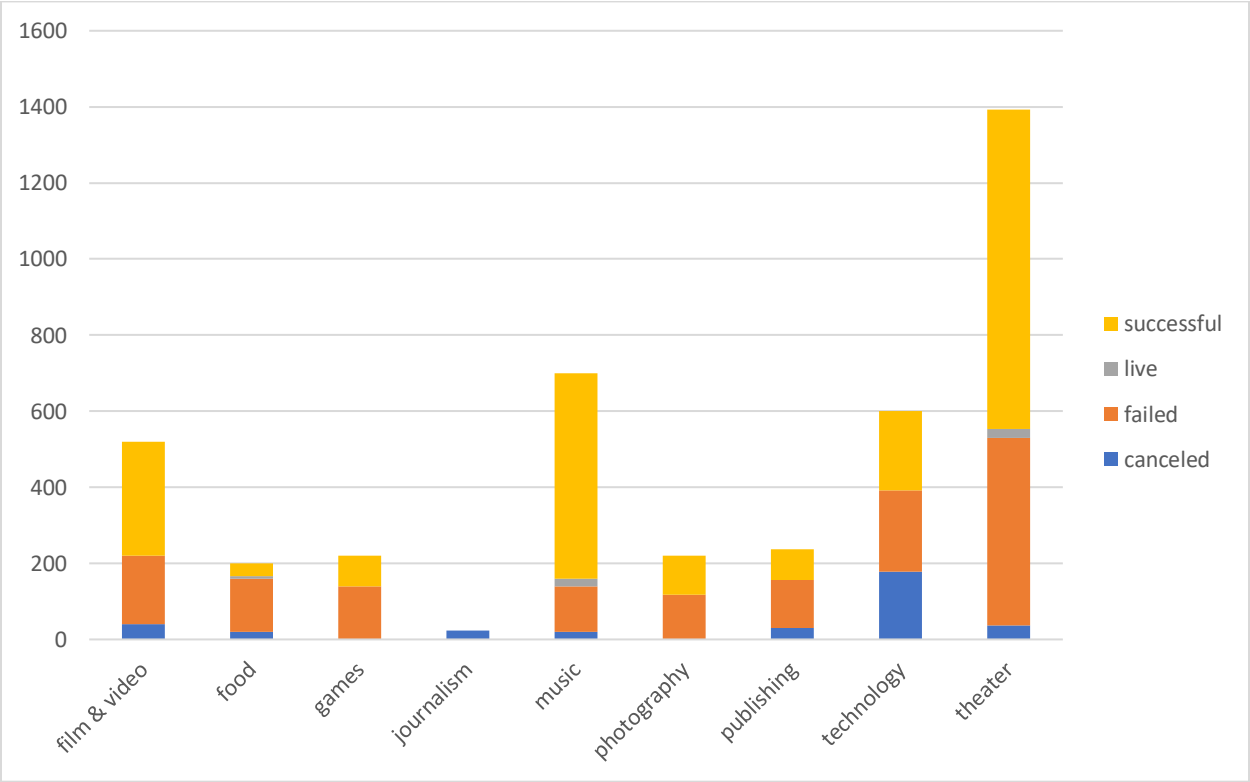
Limitations:

More specific category separation could be helpful to show Theatre/plays sub-genre trends. Classical theatre as opposed to modern projects would be the first very useful data to look at. Unfortunately, there was only a broad category that includes all kinds of plays. There was separation on theatre musicals to theatre plays, which is helpful because it shows that plays had a higher success rate than musicals; however breaking plays up would be very beneficial. There was a wide range of subcategories for TV & Film for instance, that showed some interesting things.

There is only data from January mid March for 2017.
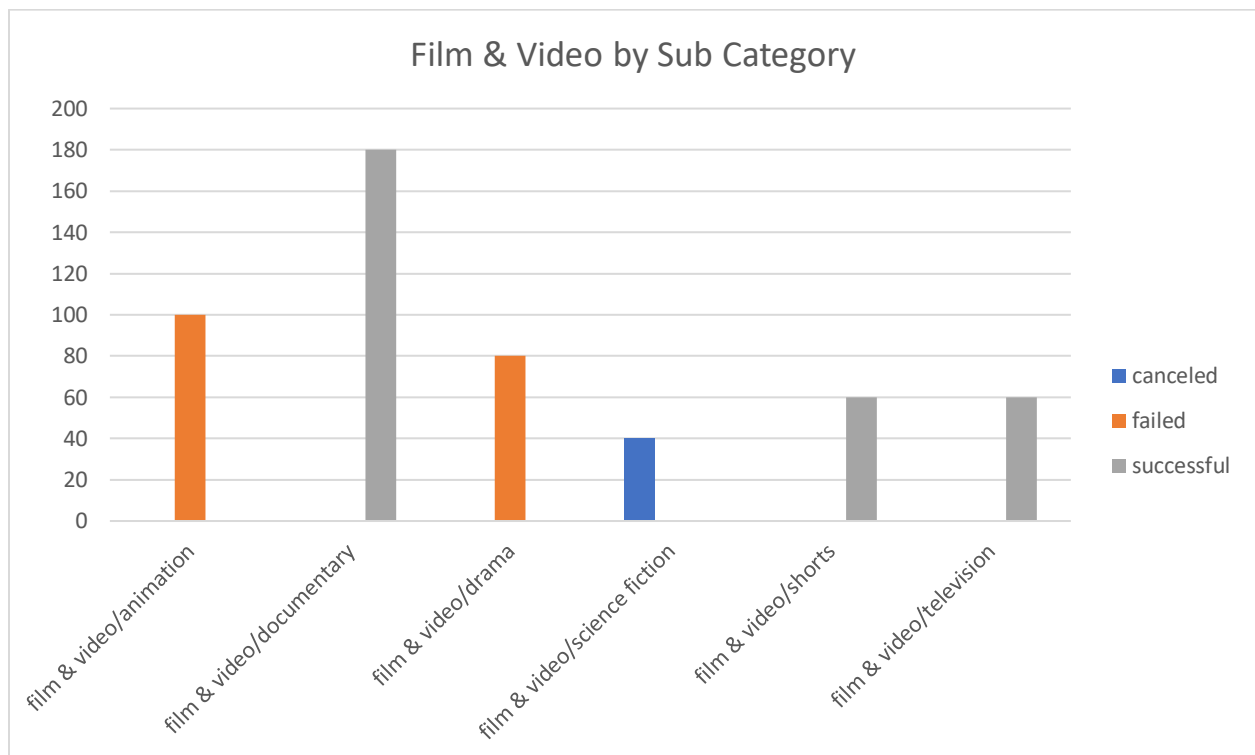
Looking specifically at the break down of the film & video subcategory raises more questions. How is it that every single attempt at animation failed? Why did every science fiction project get cancelled? Let's look at other categories broken up into subcategories to look for trends.

Additional Graphs

Music showed to be a good performer in Kickstarter. The data set allowed us to look at success rates of different kinds of music. It's helpful to know that while music might seem like a good idea due to its popularity as a kind of campaign, it could be an unwise investment if funding jazz, faith based, and and world music.

Music by Genre
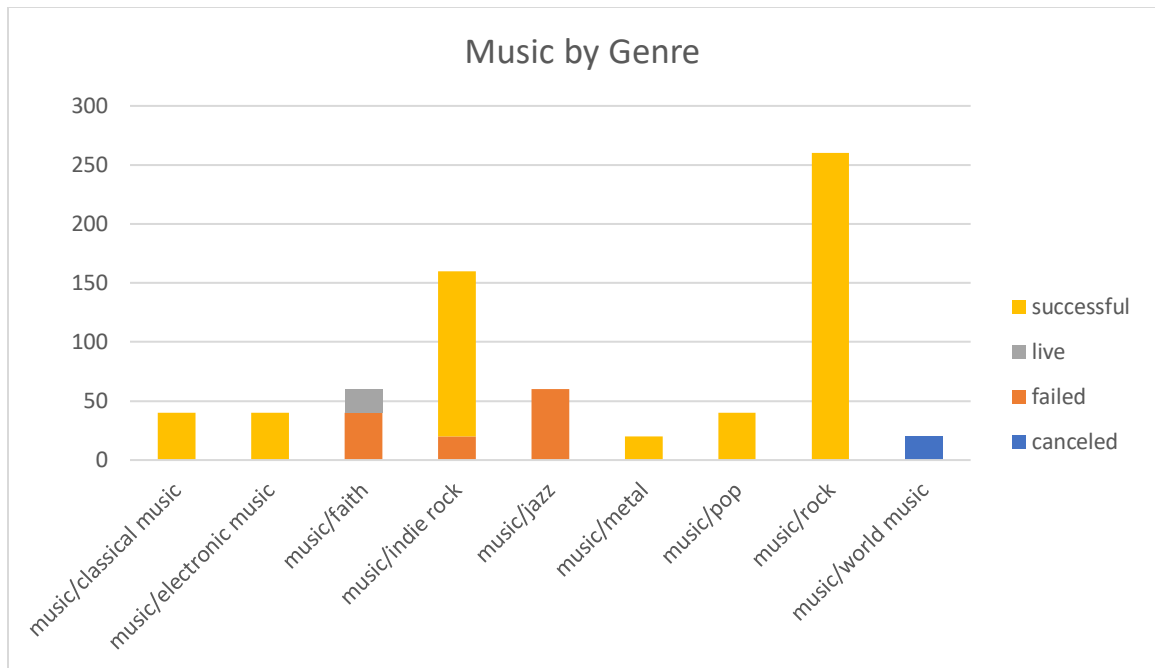
High volume campaigns are dominated by Technology. For this graph, the highest 50 pledged amounts for campaigns were shown and the trend was revealed.

Top 50 pledge amounts
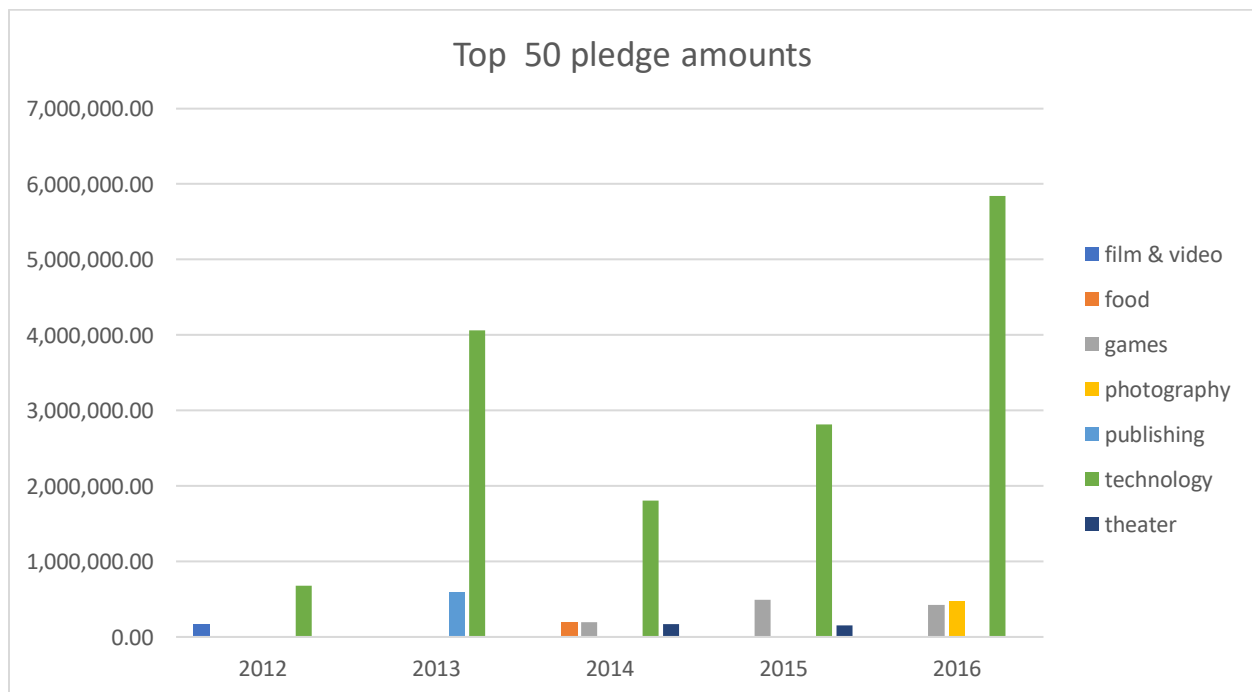
A more conservative campaign track record is in documentary film. This is our dad's kind of numbers that gets them excited:

documentary	223.71
2009	2.33
2010	21.88
2011	27.21
2012	37.00
2013	33.79
2014	30.95
2015	39.21
2016	24.86

Look at that steady pace over the years. Stable and reliable. Total Dad stuff. The numbers on the right are value based on Percent Funded in correlation to all Film & Video funded campaigns.