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Data Analytics 2019

Homework 1

Kickstarter Data Report

The purpose of this report is to draw three 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.

Conclusions:

1. Greatest Success Seems to happen in the spring. Those birds are chirping! Always include springtime during your kickstarter campaigning. Also consider that the goal amount chosen showed an interesting pattern. The lowest and the highest goal amounts found more success than everything inbetween them. More specifically, goal amounts of 1000-4999 garnered the most success. It’s advisable to only shoot for less than $5,000 for your campaign. Consider this too: Campaigns of $50,000 or more found more success than those from 10,000-49,999.
2. Kickstarter’s biggest player is theatre productions. It has a optimistic success rate and on average ten times more likely to be a Kickstarter campaign than any other campaign. To be, or not to be….that question was answered. Other high volume campaigns with some of the highest success rates are: tech hardware, rock and indie music groups, and documentary films.
3. Kickstarter is not a great option if trying to fund TV/film animation projects and/or science fiction content. Also, food trucks and restaurants showed very low turn out for success.

Limitations:

Cancelations seem to be problematic data. All 40 Science fiction Film & TV campaigns cancelled. What does that mean? Do we have a way of looking at that to help us explain something?

I created the bonus section and graphed the success rate depending on the goal level.