July 29, 2019.

KickStart Data Analysis

Looking at the tables created we can conclude that Theater represents 38% of all of the successful projects, followed by Music with 25% and Film&video with 14%. There are more projects during the first semester of each year, showing that there is more motivation to start new projects and ventures right at the beginning of the year, the same happens with gym goers after each New Year.

The dataset presented doesn’t show the information on how many days the goal was reached, that would indicate a popular category and trend.

It would be interesting to create a table/graph showing the amount each category pledged. It is easy to see that Technology, even though it had less projects, had a much higher pledged amount, which would be a trend to pay attention to. Another important table/graph to consider, would be to compare KickStart’s number of projects per year to see if it would the best website to launch a project, looking at the dataset provided, KickStart peaked in 2015 with 1225 projects and had a drastic drop in number of projects in 2017 with only 107 projects.