Starter Book Report Findings

1. What three conclusions can we draw about Kickstarter campaigns?
2. The United states has the highest number of successful pledges and the highest number of failed pledges.
3. In terms of the total number of outcomes (state) in the Category group, Theater had the highest number of successful outcomes, Music was second and Film & Video was third. In the Sub-Category, Plays had the highest number of successful outcomes, Rock music was second and Documentary was third.
4. In terms of the total amount of money pledged towards each goal in the Category group, Technology had the highest amount of money, Theater was second and Film & Video was third. In the Subcategory group, Hardware had the highest amount, Documentary was second and Wearables was third.
5. What are some limitations of this dataset?

From the dataset, it can be inferred that some of the live projects had indeed reached or surpassed their goals. At the point they reached their goals, the outcome of the projects should have changed to successful. As it is, a possible outcome for the live projects that have completed their goals or surpassed it could be a canceled outcome. The reason for this is because a few projects got canceled even after reaching and surpassing their goals. These projects have the following id; 1012, 1309, 1001, 1343, 139. In my opinion, if the goal of a project has been reached, the outcome should be changed to successful and not still live or canceled in some cases. For this reason, the dataset might not entirely be accurate.

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

In the Additional Information sheet, a pivot table shows the total goals and pledges of projects in the Values field with the countries and outcomes(state) in the row field. It is from this table it can be deduced that the United States had the most successful pledges.

The second pivot table on this sheet shows the goals and pledges by Country, filtered by successful outcomes. A corresponding Clustered Column chart shows the Successful goals and pledges by Country.

The third pivot table shows goals and pledges by the Country filtered by failed outcomes. A corresponding clustered column chart shows the Failed goals and pledges by

Country. The two charts show the successes and the failures of the countries involved in the campaigns.

The last pivot table shows the total goals and pledges by Category filtered by outcomes(state). This gives us a broader view of the categories that had the highest successful outcomes and the categories that failed the most. The corresponding Clustered Column chart shows a more detailed overview of the table.

In the Bonus Chart sheet, a pivot table showing the Category and Subcategory in the row field and pledges in the Values field, shows that the hardware subcategory of the Technology category had the highest amount of money raised. A corresponding Clustered column chart showing the Pledged amounts by Category and Subcategory gives us a better understanding.

The Pie-Chart in the Bonus Charts sheet shows the total pledged amount by category filtered by the outcome(state). This chart also shows exact percentages of the canceled, failed, live and successful outcomes of each category.

A column named Length of Days (days) could also be added to the main table (Sheet1) as a measure of success. This table is now available on sheet1, column U.

1. Use your data to determine whether the mean or the median summarizes the data more meaningfully.

From the Bonus Statistical Analysis sheet, due to the nature of the extreme values in the distribution, the mean of the backers count for both successful and failed campaigns would be a better representation of the dataset.

1. Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?

There is more variability with the successful campaigns than with the unsuccessful campaigns. This can be inferred from values of the variance.