Dillon Hanel Columbia Bootcamp

Kickstarting with Excel Word Document

Intro

Raw data can only be so beneficial to analysts. It rarely shows any clear distinctions on relationships within the data set. It’s up to the data analyst to produce the relations hidden within the columns of seemingly uncorrelated cells. In the Kickstarter challenge, we analyzed Kickstarter data to its funding success rate. Kickstarter is a website that allows users to invest in a project/ item that they view as valuable. Many Kickstarter challenges to not meet the required financial threshold that they pledged to meet. Its important to analyze Kickstarter data so potential investors can see which areas are more/ less risky to put their money into.

Overview & Purpose

In this Kickstarter analysis we took a look at the relationship between different Launch date and their relationship to reaching their financial goals. This can be helpful to investors because the analysis shows which is the optimal month for investment. In tab “Outcomes Based on goals we analyzed project success rate based of goal amount. This can be used to determine which goals are riskier to invest in. Many investors may be wary about putting money into a Kickstarter with a high goal number, and data will assist the investor in making informed decisions with their money.

Analysis

This section will provide analyses of the two tabs “Outcomes Based on Launch Date” and “Outcomes based off Goals.” In OBLD we analyzed Kickstarters specifically involved with theater and their relationship to launch date. From the data it appears that there is a spike in Kickstarters during the summer months, and a cool off during the winter. These charts would not be optimal for review, because it does not show the ratio between failed and successful during these months. That information would be more insightful to the average investor, because it would show the optimal time to launch a campaign. In OBG we analyzed the relationship between success rate of a campaign, and the goal amount of money. Based off the data, 20,000 to 25,000 would be the optimal campaign to invest in. This has the highest percentage of success. One of the issues, is that there is significantly less data as the goal value increases. This could lead to false relationships.