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Unit 1 | Assignment - KickStart My Chart

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?

Conclusion 1:

Music category had the most success when compared to all the other categories for all the countries involved over the years.

country	(All)						
Count of state Column Labels							
Row Labels	successful	failed	canceled	live	Grand Total	Percentage success	
film & video	300	180	40		520	57.69%	
food	34	140	20	6	200	27.00%	
games	80	140			220	36.36%	
journalism			24		24	0	
music	540	120	20	20	700	80.00%	Conclusion1
photography	103	117			220	46.82%	
publishing	80	127	30		237	33.76%	
technology	209	213	178		600	34.83%	
theater	839	493	37	24	1393	61.95%	
Grand Total	2185	1530	349	50	4114		

Conclusion 2:

Following sub-categories have had 100% success rate.

Row Labels	successful	live	failed	canceled	Grand Total	Percentage of success + live
classical music	40				40	100.00%
documentary	180				180	100.00%
electronic music	40				40	100.00%
hardware	140				140	100.00%
metal	20				20	100.00%
nonfiction	60				60	100.00%
pop	40				40	100.00%
radio & podcasts	20				20	100.00%
rock	260				260	100.00%
shorts	60				60	100.00%

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small batch	34	6			40	100.00%
tabletop games	80				80	100.00%
television	60				60	100.00%

Following sub-categories have had no success.

0	successful	live	failed	canceled	Grand Total	Percentage of success + live
animation			100		100	0.00%
art books				20	20	0.00%
audio				24	24	0.00%
children's books			40		40	0.00%
drama			80		80	0.00%
fiction			40		40	0.00%
food trucks			120	20	140	0.00%
gadgets			20		20	0.00%
jazz			60		60	0.00%
mobile games			40		40	0.00%
nature			20		20	0.00%
people			20		20	0.00%
places			20		20	0.00%
restaurants			20		20	0.00%
science fiction				40	40	0.00%
translations			47	10	57	0.00%
video games			100		100	0.00%
web			60	100	160	0.00%
world music				20	20	0.00%

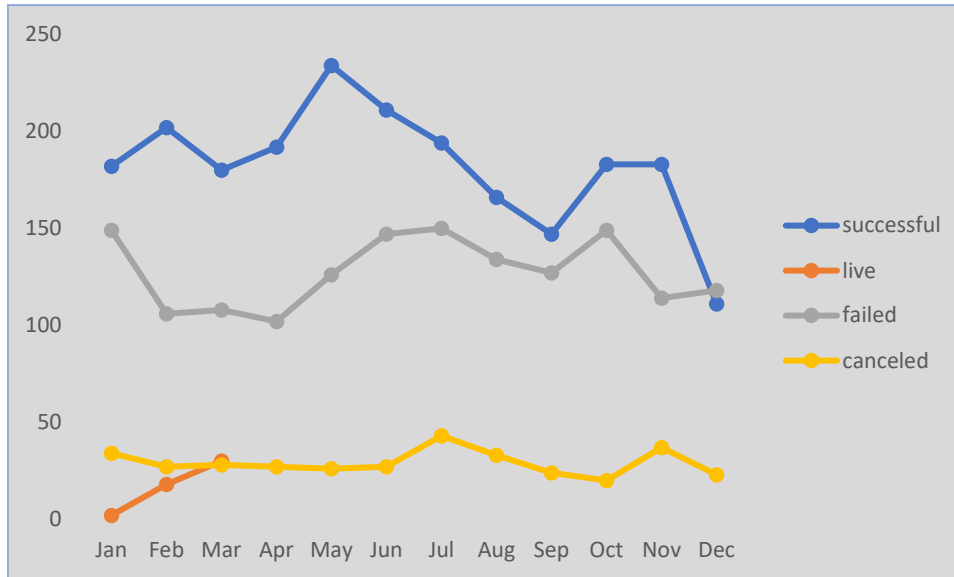
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Conclusion 3:

Projects went live only during the months of January through March.



2. What are some of the limitations of this dataset?

- Currency exchange rates to figure out which countries charity behavior was most profitable.
- If same person donated to more than one cause in the same country, if the same person donated to same cause in different countries.
- Population of the country to provide insight into what % of people who were reached and out of that what % of people made donations.

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3. What are some other possible tables/graphs that we could create?

Projects went live only in 2017.

Which year were people more generous?

Which year people were more generous in US vs other countries?

Which cause had more success

Which cause raised the most money over all the years

Which cause raised the most money in a particular year

What was the interest of people in a particular year