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UCF Data Analytics Bootcamp

Unit 1 Assignment – KickStart My Chart

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   * Projects highlighted as “Staff Picks” on the site seemed to have better success overall (i.e., filtering for Staff Picks column for TRUE values yielded 486 Successful records vs. 66 Failed records; For Staff Picks = FALSE there were 1699 Successful vs. 1464 Failed).
   * Theatre category and Plays subcategory made up a significantly larger amount of Kickstarter projects compared to other categories.
   * Number of successful projects seems to drop consistently in the month of December for nearly all categories and years in the dataset. Also, the spring season appears to be associated with a higher success rate (~Apr/May/Jun).
2. What are some of the limitations of this dataset?
   * The data available does not include details on how each project was marketed or what the reach was for the specific Kickstarter page (for example, page traffic stats, how many times the link was shared on social media channels, etc). This would likely have an impact on the failure or success of a campaign but is not reflected in the dataset.
   * The data contains very few project records for certain countries (particularly non-English speaking countries) which would make accurate/complete analysis difficult for anyone interested in studying trends specific to those countries.
3. What are some other possible tables/graphs that we could create?
   * Visually represent impact of a project being highlighted as a Staff pick by creating a stacked column chart comparing project states for Staff Picks = True vs Staff Picks = False
   * Pivot table to compare average donation and number of backers to project state; can filter by project categories, countries (to understand whether higher # of backers vs larger donations impact success more or less than the other)
   * Compare project state with length of fundraising period (i.e., do shorter fundraising periods result in failures more often?).