Kickstarter Analysis: HW 1

1. One conclusion from this data is that across all of the main categories, music, theater, and technology are the most common projects started but out of those three, technology has the most failed and cancelled projects. Music, theater and film all had a high amount of success with low cancel outcomes. This suggests that people might be inclined to donate to these types of ventures more than the other category types.

A closer looks at the sub-categories gives a more in-depth insight into each category. For instance, rock and pop both have great success rates but jazz has a large failure rate. The subcategory graph also shows us that plays are the most common project attempted by far with a decent success rate.

The date created line graph shows that projects started in the later half of the year (August to December) have a lower success rate and thus a higher failure rate compared to projects launched in the first half of the year.

2. One limitation of this dataset is that we are unable to tell for how long the project lasted or if it is still going on and the how it is currently doing. Ideally, a good measure for how successful the project is doing is to look at its profit margin but that data is not included here. Another limitation of the dataset is that we are missing information on who is running these projects and how well are they being advertised on the Kickstarter site.

3. Another pivot table that would be helpful to look at would be comparing the percent funded and the outcome of the project. It also might be helpful to just look at the amount funded as well to see if there is some baseline that a project needs to hit in order to be successful. I think it would also be helpful to look at the relationship between number of backers, average donation per backer and the outcome of the project to gain a better understanding of how backers play a role in the success of a project.