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Analysis-Homework 1

1.

Conclusion 1: Referring to the pivot table and chart in sheet 2, we can see that Music and Theater are the most attempted types of Kickstarter project while food, games and journalism were the least attempted. Kickstarter projects in Music and Theater also saw a high success rate with 540/700 music projects and 839/1393 Theater projects succeeding. Projects in the less common categories however did not fare so well with just 34/200 food projects, 80/220 games projects and 0/24 journalism projects being successful. Projects that fell into common categories were overwhelmingly more successful than those from rarer categories. This suggests that a successful Kickstarter would do well to stay on the beaten path as opposed to doing something outside of the platform’s normal repertoire.

Conclusion 2: Referring to the pivot table and chart in sheet 4 we can see that the month of may had the largest number of successful projects while the month of December had the fewest. We can also see a downward sloping trend in the line representing the number of successful projects in each month. This tells us that there were more successful projects launched near the beginning of the year than the end. Kickstarter projects hoping to be successful should avoid the holiday season and should consider a launch date in the spring or summer.

Conclusion 3: Sheet 3 shows us that the number of projects in the subcategory plays dwarfs any other subcategory. Combined with what we discussed above we can conclude that Kickstarter is an amazing platform for funding plays or anything else theater related.

2.

Limitations of data: We don’t know exactly how this data was obtained so its hard to say if it is representative of the whole or not. We have 4,000 data points which is enough to make strong conclusions if the data were randomly selected, but if they were non randomly selected it could be skewed. It is certainly possible to cherry pick 4,000 points out of 300,000 to make the data say almost anything. Another problem is that while our total number of data points is quite large we still have too few points within more niche categories to make strong conclusions. For example, we have only 24 journalism projects and while the fact that all of them were unsuccessful supports our conclusion that more unusual types of project were less successful it would be nice to have more statistical significance.

3. We have information about what country these projects came from but we don’t have any good tools to compare them to find out if there are any interesting trends. I would therefore suggest creating a pivot table which gives the count of outcomes by country and an accompanying stacked bar chart.