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Tuesday/Thursday Data Analytics Boot Camp

3/11/2020

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. Based on the first pivot table created, Technology has the highest portion of campaigns failed and canceled to the amount successful, while theater and music have the most campaigns, in general, but also the greatest proportion of successful campaigns versus canceled or failed.
   2. In the second table, the information that stands out to me the most is that plays are kickstarted far more than any of the other categories, with the highest number successful. There are some sub-categories with a higher success rate, however, because all the campaigns were successful (such as documentaries, electronic music, hardware, etc.). However, in this chart, only 21 of the 41 sub-categories are listed in the axis labels, so I’m not sure that the chart is very useful.
   3. The conclusion I draw from the third pivot chart is that campaigns created in May are most successful.
2. What are some limitations of this dataset?
   1. One limitation is that you’re not able to tell when the campaign reached it’s goal, and then how long after it reached it’s goal that it ended. It might be useful information to know how quickly a campaign reached it’s goal.
   2. I believe with kickstarter the people running the campaign can offer prizes for reaching certain points, and none of this information is in this dataset. This would affect the success rate.
3. What are some other possible tables and/or graphs that we could create?
   1. We could create a table or graph that displays the amounts of each category, or sub-category, are kickstarted in, by country to determine which categories are more successful in which countries.
   2. We could create a table and/or graph that illustrates the amount of time that relates the amount of time a campaign is run to its current state to determine if failed or successful campaigns were run longer than others.
   3. We could determine what categories people spend more money on by charting the average pledge per backer.