Grace Cote

UPENN-PHI-DATA-PT-09-2020-U-C-MW

09/19/2020

Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

* Category – Technology had noticeably a higher amount of cancels and failures compared to other categories, most likely due to the web subcategory’s no successes and all cancels or failures in addition to the wearable subcategory’s high failure and cancel rate (60% and 30% respectively). Theatre had a noticeably higher amount of failures compared to other categories, most likely due to the play subcategory’s failure rate (51%)
* Date created – Campaigns that start in February, April, or May are more likely to succeed, and those starting in August, September, and December are more likely to fail or be canceled.
* Date ended – Campaigns ending in March through June are more likely to succeed, and those ending in January, September, and October are more likely to fail or be canceled.

What are some limitations of this dataset?

* Other than the country, we have no idea of the demograpghics of the campaign donations. Campaigns may be succeeding or failing because of the presence or absence of a particular audience.
* Are all campaigns run by independent people? Is there someone running more than one campaign listed?

What are some other possible tables and/or graphs that we could create?

* Compare campaigns (success/percent funded) to location
* Compare campaigns (success/percent funded) by duration of campaign (date ended-date created)

Category

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| country | (All) |  |  |  |  |
|  |  |  |  |  |  |
| **Count of state** | **Column Labels** |  |  |  |  |
| **Row Labels** | **successful** | **failed** | **canceled** | **live** | **Grand Total** |
| film & video | 300 | 180 | 40 |  | 520 |
| food | 34 | 140 | 20 | 6 | 200 |
| games | 80 | 140 |  |  | 220 |
| journalism |  |  | 24 |  | 24 |
| music | 540 | 120 | 20 | 20 | 700 |
| photography | 103 | 117 |  |  | 220 |
| publishing | 80 | 127 | 30 |  | 237 |
| technology | 209 | 213 | 178 |  | 600 |
| theater | 839 | 493 | 37 | 24 | 1393 |
| **Grand Total** | **2185** | **1530** | **349** | **50** | **4114** |

Subcategory

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| country | (All) |  |  |  |  |
| Category | (All) |  |  |  |  |
|  |  |  |  |  |  |
| **Count of state** | **Column Labels** |  |  |  |  |
| **Row Labels** | **successful** | **failed** | **canceled** | **live** | **Grand Total** |
| animation |  | 100 |  |  | 100 |
| art books |  |  | 20 |  | 20 |
| audio |  |  | 24 |  | 24 |
| children's books |  | 40 |  |  | 40 |
| classical music | 40 |  |  |  | 40 |
| documentary | 180 |  |  |  | 180 |
| drama |  | 80 |  |  | 80 |
| electronic music | 40 |  |  |  | 40 |
| faith |  | 40 |  | 20 | 60 |
| fiction |  | 40 |  |  | 40 |
| food trucks |  | 120 | 20 |  | 140 |
| gadgets |  | 20 |  |  | 20 |
| hardware | 140 |  |  |  | 140 |
| indie rock | 140 | 20 |  |  | 160 |
| jazz |  | 60 |  |  | 60 |
| makerspaces | 9 | 11 |  |  | 20 |
| metal | 20 |  |  |  | 20 |
| mobile games |  | 40 |  |  | 40 |
| musical | 60 | 60 | 20 |  | 140 |
| nature |  | 20 |  |  | 20 |
| nonfiction | 60 |  |  |  | 60 |
| people |  | 20 |  |  | 20 |
| photobooks | 103 | 57 |  |  | 160 |
| places |  | 20 |  |  | 20 |
| plays | 694 | 353 |  | 19 | 1066 |
| pop | 40 |  |  |  | 40 |
| radio & podcasts | 20 |  |  |  | 20 |
| restaurants |  | 20 |  |  | 20 |
| rock | 260 |  |  |  | 260 |
| science fiction |  |  | 40 |  | 40 |
| shorts | 60 |  |  |  | 60 |
| small batch | 34 |  |  | 6 | 40 |
| space exploration | 40 | 2 | 18 |  | 60 |
| spaces | 85 | 80 | 17 | 5 | 187 |
| tabletop games | 80 |  |  |  | 80 |
| television | 60 |  |  |  | 60 |
| translations |  | 47 | 10 |  | 57 |
| video games |  | 100 |  |  | 100 |
| wearables | 20 | 120 | 60 |  | 200 |
| web |  | 60 | 100 |  | 160 |
| world music |  |  | 20 |  | 20 |
| **Grand Total** | **2185** | **1530** | **349** | **50** | **4114** |

Date Created

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| country | (All) |  |  |  |  |  |  |  |  |  |  |  |  |
| Years | (All) |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  | | | | | | | | |
| **Count of state** | **Column Labels** |  |  |  |
| **Row Labels** | **successful** | **failed** | **canceled** | **Grand Total** |
| Jan | 182 | 149 | 34 | 365 |
| Feb | 202 | 106 | 27 | 335 |
| Mar | 180 | 108 | 28 | 316 |
| Apr | 192 | 102 | 27 | 321 |
| May | 234 | 126 | 26 | 386 |
| Jun | 211 | 147 | 27 | 385 |
| Jul | 194 | 150 | 43 | 387 |
| Aug | 166 | 134 | 33 | 333 |
| Sep | 147 | 127 | 24 | 298 |
| Oct | 183 | 149 | 20 | 352 |
| Nov | 183 | 114 | 37 | 334 |
| Dec | 111 | 118 | 23 | 252 |
| **Grand Total** | **2185** | **1530** | **349** | **4064** |

Date Ended

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| country | (All) |  |  |  |  |  |  |  |  |  |  |  |  |
| Years | (All) |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  | | | | | | | | |
| **Count of state** | **Column Labels** |  |  |  |
| **Row Labels** | **successful** | **failed** | **canceled** | **Grand Total** |
| Jan | 133 | 127 | 26 | 286 |
| Feb | 150 | 124 | 29 | 303 |
| Mar | 207 | 124 | 28 | 359 |
| Apr | 187 | 100 | 29 | 316 |
| May | 204 | 120 | 28 | 352 |
| Jun | 222 | 120 | 23 | 365 |
| Jul | 222 | 134 | 33 | 389 |
| Aug | 196 | 155 | 39 | 390 |
| Sep | 156 | 136 | 24 | 316 |
| Oct | 160 | 145 | 34 | 339 |
| Nov | 161 | 133 | 21 | 315 |
| Dec | 187 | 112 | 35 | 334 |
| **Grand Total** | **2185** | **1530** | **349** | **4064** |

Bonus

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Goal | Number\_Successful | Number\_Failed | Number\_Canceled | Total\_Projects | Percentage\_Successful | Percentage\_Failed | Percentage\_Canceled |
| <1000 | 322 | 113 | 18 | 453 | 71.1% | 24.9% | 4.0% |
| 1000 to 4999 | 932 | 420 | 60 | 1412 | 66.0% | 29.7% | 4.2% |
| 5000 to 9999 | 381 | 283 | 52 | 716 | 53.2% | 39.5% | 7.3% |
| 10000 to 14999 | 168 | 144 | 40 | 352 | 47.7% | 40.9% | 11.4% |
| 15000 to 19999 | 94 | 90 | 17 | 201 | 46.8% | 44.8% | 8.5% |
| 20000 to 24999 | 62 | 72 | 14 | 148 | 41.9% | 48.6% | 9.5% |
| 25000 to 29999 | 55 | 64 | 18 | 137 | 40.1% | 46.7% | 13.1% |
| 30000 to 34999 | 32 | 37 | 13 | 82 | 39.0% | 45.1% | 15.9% |
| 35000 to 39999 | 26 | 22 | 7 | 55 | 47.3% | 40.0% | 12.7% |
| 40000 to 44999 | 113 | 256 | 92 | 461 | 24.5% | 55.5% | 20.0% |
| 45000 to 49999 | 6 | 11 | 4 | 21 | 28.6% | 52.4% | 19.0% |
| 50000+ | 86 | 258 | 100 | 444 | 19.4% | 58.1% | 22.5% |

Bonus Stats

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | general |  | successful | failed | canceled | live |  |  |  |  |  |  |  |  |  |  |  |  |  |
| The mean number of backers. | 112.6023335 |  | 194.4252 | 17.7098 | 27.30659 | 36.02 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| The median number of backers. | 25 |  | 62 | 4 | 2 | 8 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| The minimum number of backers. | 0 |  | 26457 | 1293 | 1501 | 884 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| The maximum number of backers. | 26457 |  | 1 | 0 | 0 | 0 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| The variance of the number of backers. | 388767.362 |  | 713167.4 | 3775.689 | 11648.45 | 15648.67 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| The standard deviation of the number of backers. | 623.5121186 |  | 844.4924 | 61.44664 | 107.928 | 125.0947 |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| |  | | --- | | median tells story | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| |  | | --- | | There is a smaller variance on the pledges that were canceled or failed as those with smaller margins. Campagins that fail usually don't make a lot, making them similar in variability. A successful campaign can be either somewhat successful or SUPER successful, hence the increase in variability | |  |  |  |  |  |  |  |  | | | | | | | | | | | |
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