Kick Start My Chart

1. **What are three conclusions we can make about Kickstarter campaigns given the provided data?**
2. Within the data presented , of all the given project categories ,“Theater” has the highest number of projects on kickstarter.com (1393 projects). It has the highest number of successful projects ( 839) and failed projects(439). Within the category of “Theater” , subcategory “ Plays” had the highest success (694 projects).
   1. 2nd highest successful category was “Music” (540 projects). Third place goes to “Film &video” and “ Technology” took a 4th place .
   2. Categories like Animation, Video games, Food trucks , Web , Restaurant had ALL of their projects facing Failure or Cancellation
3. The MOST number of projects and the MOST number of successful projects were within the goal amounts of 0 to 14,999 ( not sure about currency because each country has its own currency). Within this range the HIGHEST number of successful projects were between 1000 – 4,999.
4. Kickstarter.com is most widely used in the USA and United Kingdom
5. **What are some of the limitations of this dataset?**
6. Data provided does not indicate a measure of how much time , money and effort that was spent to bring about public awareness of the projects . Methods used for marketing so backers can know to come and pledge on kickstarter.com are also lacking – social media marketing – FB, Instagram etc. AND / OR Networking / word of mouth / referrals.
7. Kickstarter.com has a system of “Rewards” put in place by which backers are promised rewards in exchange of the amount pledged. Data does not indicate the amounts of rewards set for each project and how the rewards were structured to motivate the backers to give and attract & encourage more backers .
8. How well the kickstarter.com landing page was created for each project – for example –whether a video was included or not , that clearly expresses the motive and intent of the project and compelling enough to attract backers to pledge.
9. What are some other possible tables/graphs that we could create?
10. In the current data each country has goal amounts in its own currency . Table that shows the conversion of goal amounts into a common currency so we can correctly compare the monetary value of the projects would be helpful .
11. A table to show the time duration chosen ( in days ) for each project for the pledging will help determine if there is a relationship between chosen timeframes and the outcomes .
12. A Pivot Table showing Countries as rows instead of a Filter will allow easy visualization of number of projects within each country and the measure of how popular kickstarter.com might be in a country and if other competitive platforms can be used if the project creator is in a different country.

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|  |  |  |  |  |  |  |
| **Count of state** | **Column Labels** |  |  |  |  |  |
| **Row Labels** | **canceled** | **failed** | **live** | **successful** | **Grand Total** |  |
| AT |  | 2 | 1 | 3 | 6 |  |
| AU | 14 | 41 |  | 19 | 74 |  |
| BE |  | 1 |  | 1 | 2 |  |
| CA | 17 | 64 | 1 | 64 | 146 |  |
| CH | 3 | 2 |  | 1 | 6 |  |
| DE | 3 | 27 |  | 23 | 53 |  |
| DK | 4 | 6 |  | 4 | 14 |  |
| ES | 1 | 9 |  | 11 | 21 |  |
| FR | 5 | 10 | 2 | 10 | 27 |  |
| GB | 25 | 205 | 8 | 366 | 604 |  |
| HK | 1 | 2 |  |  | 3 |  |
| IE | 2 | 4 | 1 | 8 | 15 |  |
| IT | 3 | 19 |  | 7 | 29 |  |
| LU |  |  |  | 2 | 2 |  |
| MX | 1 | 8 | 3 |  | 12 |  |
| NL | 4 | 14 | 1 | 2 | 21 |  |
| NO |  | 5 |  | 2 | 7 |  |
| NZ | 4 | 5 |  | 3 | 12 |  |
| SE | 5 | 9 |  | 7 | 21 |  |
| SG |  |  |  | 1 | 1 |  |
| US | 257 | 1097 | 33 | 1651 | 3038 |  |
| **Grand Total** | **349** | **1530** | **50** | **2185** | **4114** |  |