University of Denver – Data Analytics Bootcamp  
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Kickstarter Analysis Homework – Word Report

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   1. Conclusion 1 – Theater, Music, and Film & Video have the highest total number of Kickstarter campaigns, in that respective order. Therefore, choosing one of these categories could mean increased competition for backers.
   2. Conclusion 2 – Music has the highest percentage of successful Kickstarter campaigns. As such, choosing a “music” related campaign could increase the chance of a successful campaign.
   3. Conclusion 3 – The month of May has the highest number of successful campaigns launched in a given month. This could influence a campaign to launch in the month of May.
2. What are some of the limitations of this dataset?
   1. The Background states over 300,000 campaigns have launched on Kickstarter, but the data set includes only 4,114 campaigns
   2. The vast majority of projects in the data set stem from Western European cultures (i.e., United States, Great Britain, Australia, Continental Europe)
   3. The Background states only a third of the 300,000+ Kickstarter campaigns make it through funding with a “positive” outcome; however, 54% of the data set campaigns are “successful”
3. What are some other possible tables/graphs that we could create?
   1. Using current columns, chart Success/Failure/Cancelation by:
      1. Number of Backers
      2. Percent Funded
      3. Average Donation
      4. Staff Pick
   2. Create a column to stratify the Goal and compare to success (more likely to be successful when starting with a low Goal, etc.) PS – I wrote this before doing the bonus!
   3. Create a column counting the number of characters in the “Blurb” and compare to success (more detail = more successful?)
   4. Look at the amount of dollars pledged to given categories and subcategories, contrast with number of successful/failed/canceled campaigns in each category