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Kickstarter Data Report

1. Given the data provided in the pivot table where we look at the categories versus the state of the Kickstarter campaign, we can see that Kickstarter campaigns with the “Theater” category have by far the most campaigns and with the greatest number of successes. Additionally, the other categories the large amounts of campaigns are film & video, music, and technology. However, the music category clearly has the highest proportion of successes vs number of campaigns compared to the other categories. Thus, we can also conclude that music likely has the perfect intersection between popularity and cheaper campaigns. Finally, based on the sub-category pivot table, the overall number of campaigns there were for plays far outpaces the other subcategories. Therefore, it can be inferred that, for traditional funding strategies, plays are not a popular investment.
2. One limitation of this data set is that some categories and sub-categories have extremely small sample sizes. Thus, we need to have add more data to this dataset, so we can have a better sense of the success rates of these categories.
3. Another pivot table and graph we could create would be to analyze the categories and subcategories versus the amount of money the campaigns asked for, and the amount of money the campaigns received. This would give us a better sense of which categories are likely to receive more funding versus if a category simply asks for less funding. Additionally, creating a table and graph based on the start and end of conversation versus the state of the campaign could give us insight to what makes a successful campaign.