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Homework 1: Kickstarter Analysis

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?

Given the provided data and graph from the category pivot table, theater Kickstarter has the most campaigns in general, having a high count of successful and failed campaigns compared to the rest. Overall, music Kickstarter has the highest percentage of success for campaigns, while Kickstarter campaigns for food tend to do the worst.

Moving on to the sub-category pivot table, Kickstarter campaigns for plays are overwhelmingly the most popular campaigns to make, having high “successful” and “failed” campaign count. Kickstarter campaigns revolving around music, such as rock, electronic music, and pop, tend to have a high success rate, some even having a 100% success rate. On the other hand, the sub-categories for television and book has a very low success rate, some even having no successful campaigns.

Finally, from looking at the launch dates for Kickstarter campaigns, the summer months generally has a higher success rate, with the month of May being the most successful. Winter, which can be due to the Holiday season, has the lowest success rate, with the month of December having more failed campaigns than successful ones. Canceled campaigns stayed constant under 50 no matter the month.

1. What are some of the limitations of this dataset?

One major limitations for the dataset is the lack of consistency for the currency. Even though the “Bonus” counts the state of campaigns for the different goal levels, it provides a skewed data since some of the campaign goals might change based on conversion.

1. What are some other possible tables/graphs that we could create?

Another table that could be created would be the count of the state for campaigns based on the number of backers compared to the different level of goals.

Creating a table based on the duration of the Kickstarter (from launch date to the deadline), could also provide insight if time has an effect on the state of the campaigns.