Report: Kickstarter Data Analysis

WUSTL-Data Analytics

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Abstract

The purpose of this report is to analyze the data given on the results of various Kickstarter campaigns.

Pivot Table: Category

Looking at the Pivot Table – Category, we can see that the *theater* category had the most Kickstarts with a grand total of 1,393 kickstarts. At a deeper level, 839 of the Kickstarts were successful with 493 failing. Journalism had the least amount with a total of 24 Kickstarts, but all being canceled.

Pivot Table: Sub-Category

When we refer to the *Sub-Category* sheet, we can see that there were more *plays* than any other sub-category with a total of 1,066 plays. The *plays* category also had the most successful campaigns with a total of 694 successful plays. Audio was the lowest with a total of 24 Kickstarts with all of them being canceled.

Pivot Table: Dates

We can see that the month of May had the most successful campaigns, while the month of December had the least amount of successful campaigns.

Limitations of the Dataset

The data set that is given to us has some limitations. One major discrepancy is that there isn’t a lot of data given in regards to how a Kickstarter succeeded, failed, or got canceled. We could run a simple regression on the dataset to see if there’s any type of correlation between variables. This could show some results, but there could be a lot of room for error. The variables are just too broad.

Other Graphs

Possible graphs we could use are a scatter chart to see if there’s any good trend lines during certain parts of a given year. A pie chart can be used to show a better distribution of different categories, for someone who do a quick glance at it.