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Kickstarter Report

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

Looking at the data from the bonus statistical data, it can be seen that the successful and failed donations are skewed. A box and whisker plot shows that the data is heavily populating the lower end between the few hundreds to the thousands with some outliers in the ten thousandths range.

Secondly, the stacked pivot chart containing the count for each of the categories of kickstarts shows that the plays category is very versatile. Although it contains the highest number of successes, it also contains the greatest number of failed kickstarts. It also should that the rock category was highly successful with 260 successes and no fails.

Lastly, looking at the pivot chart based on the monthly change in successes and fails, it is shown that the first and second quarter of the year are the most promising times of the year for kickstarters. During this period the month of May has the highest peak in successes coupled with an average amount of failed kickstarts. From the data, it is evident that in the third and fourth quarter of the year, the number of successful kickstarts decreases and almost matches the number of failed kickstarts for the last couple of months.

1. What are some limitations of this dataset?

The data is not fully complete, there are missing numbers for the pledged columns of the table. Which in turn provides missing numbers in the percent funded and average donations columns. Although not a significant amount numbers were missing relative to the total data points, these numbers do skew the statistical analysis in the bonus.

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

Looking at a box and whisker plot data of the successful and failed donations provides a good view of where the average donation for either case stands. Looking at the mean, median, variance, and standard deviation of the number of backers that either the successful or can provide statistical numbers for incoming kickstarters looking to match their statistics of successful candidates and avoid the numbers of the failed class.