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1. Three conclusions that we can interpret about kickstarter campaigns:
   1. Based on the third Pivot Table that we created, it is clear that successful Kickstarter campaigns increase steadily through Q1-Q3 of the year, and then decline in Q4. This is true across years and countries.
   2. Based on the first Pivot Table, it’s clear that theater is the most common parent category; thus it yields the most “successes.” However, it’s also clear that the category is responsible for the highest number of “failures” as well.
   3. A final interpretation from this data is that “plays” are the most popular subcategory. They are responsible for the highest number of “successes” in this data set.
2. One limitation of this data set is that it lacks longitude, meaning that it only looks at a very narrow timeframe (over the course of only a few years). Additionally, the span of countries that the data explores is not very robust, as it only looks at 21 countries. I wonder what the data would look like over a greater span of time and among a greater spread of countries.
3. One thing that could be interesting would be to group the countries into continents (or otherwise divide them into regions of the world). We could parse the data out that way and create additional pivot charts to look for differences in success from that angle. I would also be interested to dive further into detail using the “blurb” column. Could we search for keywords and create categories based on “theme” or “genre,” and then explore the relationship between success/failures that way? There’s so much we could do to explore this data further.

**~Bonus Questions~**

* After looking at the data set, the mean seems to reflect the true average more accurately in this data set. The mean shows a middle value, but the mean shows a more valuable average of the number of backers in the data.
* It is clear after interpreting the data that there is more variability among SUCCESSFUL campaigns as opposed to unsuccessful. This makes sense, because we’ve already interpreted that low numbers of backers lead to unsuccessful campaigns. Once you reach higher and higher numbers of backers, you both find more successful campaigns, but also more variability among the numbers of the backers (i.e., 30 backers vs 200 backers might lead to a successful campaign… whereas oftentimes 0 or 1 backers will lead to an unsuccessful campaign).