Data Analytics Boot Camp

# Unit 1 Homework: Kickstart My Chart – Luis Suaceda

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

Based on the data analyzed we can assert that more than half (53%) of all Kickstarted campaigns have a successful outcome, achieving at least the initial goal.

Theater, Music and Technology are the most popular categories in Kickstarter representing 33.9%, 17% and 14.9% of the total number of projects respectively. However, in regards success ratio, music is top category as 77% of the projects initiated in this category ends up being successful. On the other hand, the less popular categories based on the number of projects are journalism, food and photography, representing only 0.6%, 4.9% and 5.3% of the total number of projects in Kickstarter.

Regarding to the project’s subcategories. Plays is by far the most popular representing 25% of the total number of projects. However, despite being the most popular category only 65% of the projects in this subcategory are successful, on the other hand music is the most successful subcategory having 5 subcategories (rock, pop, electronic music, classical music and metal) with all their projects being successful. It is worth to mention that in this category, 2 subcategories (Faith and Jazz) have all its projects failed – People enjoy Rock more than Religion!! –

From 2009 to 2013 the percentage of successful projects was above 65% having its peak on 2011 where almost 80% of the projects were successful. Nevertheless, from 2013 to 2017 we can see a ramp down on the percentage of successful projects, being 49% the success average.

Regarding to the number of projects by country, USA is the one with the greatest number of projects (3,038) where plays and rock are the most popular subcategories being the later the most successful. In the second place is located Great Britain, having 604 projects, where plays is the most popular and successful category (British likes drama!) and finally Canada who has 146 projects being plays and rock the most popular and successful subcategories.

At a first glance we could say that one of the factors to ensure the success of a project in Kickstarter is the amount of the initial goal. The lower is the goal the higher the probability to be successful. Projects with an initial goal below $1,000 USD have a 71% success ratio. The success ratio ramps down as the amount of the initial goal increases. We can see that projects with an initial goal greater or equal to $50,000 USD have a success ratio of only 19%. However, this statement needs to be reevaluated as the initial goal and pledge are in different currencies.

* **What are some limitations of this dataset?**
* The currency data is not standardized. We need to convert the initial goal and pledge values to the same currency.
* The dates are in Unix timestamps and needs to be converted
* It is not clear what the Staff\_pick and Spotlight values are for. It seems that all the projects where spotlight is “True” are successful and the ones that are “False” are either canceled, live or failed. If that is the case this column would be duplicated with State.
* **What are some other possible tables and/or graphs that we could create?**
* Average donation vs successful rate would help to understand if the amount of each donation has any impact on the outcome
* Average donation by year would be useful to identify trends on the amount of money donated. We could identify if behaviors such as seasonality are present.
* We could also calculate the time that each project where live using the date created and ended values in order to conclude if the time that a projects remains live has any impact on the outcome.