Grace Bai

Tom Grek

Data Visualization

09/15/2018

**Unit 1 | Assignment - KickStart My Char**

**Background**

Over two billion dollars have been raised using the massively successful crowdfunding service, Kickstarter, but not every project has found success. Of the over 300,000 projects launched on Kickstarter, only a third have made it through the funding process with a positive outcome.

Since getting funded on Kickstarter requires meeting or exceeding the project's initial goal, many organizations spend months looking through past projects in an attempt to discover some trick to finding success. For this week's homework, you will organize and analyze a database of four thousand past projects in order to uncover any hidden trends.

**Report**

**What are three conclusion we can make about Kickstarter campaigns given provided data?**

1. According to the Starterbook data and the pivot table 1, the US marketplace has the most successful rates on the Kickstarter funding where falls into the four major parent categories – Theater, Music, Film & Video, and Technology. The most successful Theater-related funding was mainly focused on sub category -Plays. Plays had the highest number of successfully funding projects by a wide margin. In fact, none of the project were cancelled. Although there were more failed Plays that most of the other Kickstarter sub-categories had in totality.

2. The data reveals that some of the European countries, including Germany, France, England, Italy, etc., had a greater and more varied investment across the sub-categories, which favored investments mainly in Theater and Technology. The Asian countries such as Hong Kong reflected a more conservative funding approach, which had no data showing the successful rate but only failed and canceled.

3. This database of four thousand past project also shows the share of successful, failed, canceled, and live funding projects on Kickstarter. The data shows that the more ambitious the goal, over $50K, the less they have a chance to have a high success rate of fully funding a project. For examples, the successful rate only reaches to 19% when the goal is less than $1k but canceled rate is 23%. However, when the goal is less that 1K, the chance of successful funding is over 70%. On the other hand, the canceled rate is at 0% at the same goal level.

**What are some of the limitations of this dataset?**

For the years 2014 and 2015, there is a clear trend showing a decline in Kickstarter funding. If there were some additional 3rd party data sets, which could be integrated with the available data, this could have provided additional perspective on areas such as - market conditions, stock market valuation, interest rates, investment trends, etc. This additional data could have provided interesting additional perspective on financial market conditions that may have impacted Kickstarter-related funding and the success of the Kickstarter companies.

**What are some other possible tables?**

Based on the data, the possible tables we can compare on the percent funded or the average donation on both successful and failure rates see how that would affect the funding. For example, we have 4114 in total, 2185 of them, nearly half of them have been successfully funded and the other half are failed among all the projects.