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UC Extension Data Analytics

Data Analytics HW 1

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
2. The first thing I did after creating our final graph was look through the different parent categories. The three categories which showed a significant trend towards success were film, music, and theater. Music seemed to be by far the most successful (my guess would be because the costs would be significantly smaller); Even though the other two did do significantly well through out the majority of the year, around the fourth quarter the success and failure rates seemed to converge for both theater and film.
3. This leads to my next conclusion after looking at the overall data. Throughout most of the year the success and failure rates seem to trend in a similar matter. However during the fourth quarter there is a down tick in the success rate and an up tick in the failure rate which leads to a convergence at the end of the year. The first thought which comes to mind is that the holidays play a role in this, but more research is required to make a definitive statement.
4. While filtering by years one can see that the peak year for KickStarter was 2015, topping off at around 1,200 different campagins. Although the most significant boosts in campaign’s was from 2013 to 2014 going from 274 to 976.
5. What are some limitations of this dataset?

To be completely honest this is a pretty solid data set considering what’s out there. In my econometrics classes I have had to deal with the stresses of messy data sets. Everything is well organized and there is no breaks with in the data. The only real limitations of this data set is the limitations of excel as a tool for data analytics but excel is incredibly easy to transfer into another programing language. If I was a professional data analyst and I was given this data set I would be happy.

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

I think it would be wise to filter by funding amount. I am sure there would be some discrepancies in the success rates between the very large and the very small campaigns. To filter by weather or not the project was spotlighted or not would give us some insight on the lift one gets from it. We could also investigate the average donation based on different categories. As I said in the previous question this is a very strong data set where the limits are almost one’s curiosity.