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Data Analysis and Visualization

Week 1 Homework

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?

* Looking at the first chart, we can see that most of the Kickstarter users are interested in Theatre. There are nearly 1,400 Kickstarters aimed at Theatre, which is nearly double that of music with around 700 Kickstarters.
* Some months are better than others begin a Kickstarter campaign. Looking at the chart below, it seems like May is the best time to launch your idea. December has the worst ratio of failures to successes.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Count of state** | **Column Labels** |  |  |  |  |
| **Row Labels** | **cancelled** | **failed** | **live** | **successful** | **Grand Total** |
| Jan | 34 | 149 | 2 | 183 | 368 |
| Feb | 27 | 105 | 18 | 202 | 352 |
| Mar | 28 | 108 | 30 | 179 | 345 |
| Apr | 27 | 103 |  | 193 | 323 |
| May | 26 | 126 |  | 233 | 385 |
| Jun | 27 | 148 |  | 213 | 388 |
| Jul | 44 | 148 |  | 192 | 384 |
| Aug | 32 | 134 |  | 167 | 333 |
| Sep | 24 | 127 |  | 148 | 299 |
| Oct | 20 | 150 |  | 184 | 354 |
| Nov | 37 | 113 |  | 180 | 330 |
| Dec | 23 | 119 |  | 111 | 253 |
| **Grand Total** | **349** | **1530** | **50** | **2185** | **4114** |

* Another interesting note is that music based Kickstarters was almost entirely successful. The variance in genre didn’t make a difference. Indie rock was the only music Kickstarter that had any failures. Rock had 260 successful Kickstarters with 0 failures or cancellations.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |
| **Count of state** | **Column Labels** | |  |  |  |
| **Row Labels** | **cancelled** | **failed** | **live** | **successful** | **Grand Total** |
| animation |  | 100 |  |  | 100 |
| art books | 20 |  |  |  | 20 |
| audio | 24 |  |  |  | 24 |
| children's books |  | 40 |  |  | 40 |
| classical music |  |  |  | 40 | 40 |
| documentary |  |  |  | 180 | 180 |
| drama |  | 80 |  |  | 80 |
| electronic music |  |  |  | 40 | 40 |
| faith |  | 40 | 20 |  | 60 |
| fiction |  | 40 |  |  | 40 |
| food trucks | 20 | 120 |  |  | 140 |
| gadgets |  | 20 |  |  | 20 |
| hardware |  |  |  | 140 | 140 |
| indie rock |  | 20 |  | 140 | 160 |
| jazz |  | 60 |  |  | 60 |
| makerspaces |  | 11 |  | 9 | 20 |
| metal |  |  |  | 20 | 20 |
| mobile games |  | 40 |  |  | 40 |
| musical | 20 | 60 |  | 60 | 140 |
| nature |  | 20 |  |  | 20 |
| nonfiction |  |  |  | 60 | 60 |
| people |  | 20 |  |  | 20 |
| photobooks |  | 57 |  | 103 | 160 |
| places |  | 20 |  |  | 20 |
| plays |  | 353 | 19 | 694 | 1066 |
| pop |  |  |  | 40 | 40 |
| radio & podcasts |  |  |  | 20 | 20 |
| restaurants |  | 20 |  |  | 20 |
| rock |  |  |  | 260 | 260 |
| science fiction | 40 |  |  |  | 40 |
| shorts |  |  |  | 60 | 60 |
| small batch |  |  | 6 | 34 | 40 |
| space exploration | 18 | 2 |  | 40 | 60 |
| spaces | 17 | 80 | 5 | 85 | 187 |
| tabletop games |  |  |  | 80 | 80 |
| television |  |  |  | 60 | 60 |
| translations | 10 | 47 |  |  | 57 |
| video games |  | 100 |  |  | 100 |
| wearables | 60 | 120 |  | 20 | 200 |
| web | 100 | 60 |  |  | 160 |
| world music | 20 |  |  |  | 20 |
| **Grand Total** | **349** | **1530** | **50** | **2185** | **4114** |

1. What are some of the limitations of this dataset?

The limitations of these graphs are that they didn’t show the donations made to each category. It would be interesting to see the amount pledged to each category and subcategory and how much it impacts the success rate. I would also like to see the data go back further to see what trends develop over time.

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

After looking at the previous question, I thought it would be good to create a fourth chart showing the amounts pledged and the success rate. Looking at the table below you can see that there is a strong correlation between pledge amounts and success. By in large the successful Kickstarters had the largest following and subsequent pledges provided. This chart also shows the overall interest people have in technology startups, with nearly half of all the money pledged going to the technology category. *Graph on following page.*

|  |  |  |
| --- | --- | --- |
| **Row Labels** | **Sum of percent funded** | **Sum of pledged** |
| **film & video** | **1.06%** | **$ 5,704,816.95** |
| cancelled | 0.59% | $ 53,469.00 |
| failed | 3.28% | $ 337,771.78 |
| successful | 96.13% | $ 5,313,576.17 |
| **food** | **0.16%** | **$ 936,992.65** |
| cancelled | 0.17% | $ 1,127.00 |
| failed | 8.41% | $ 80,300.51 |
| live | 1.91% | $ 6,078.00 |
| successful | 89.51% | $ 849,487.14 |
| **games** | **24.86%** | **$ 3,052,313.89** |
| failed | 0.10% | $ 260,905.33 |
| successful | 99.90% | $ 2,791,408.56 |
| **journalism** | **0.00%** | **$ 9,537.00** |
| cancelled | 100.00% | $ 9,537.00 |
| **music** | **9.67%** | **$ 3,329,224.34** |
| cancelled | 0.04% | $ 9,637.00 |
| failed | 0.34% | $ 66,175.32 |
| live | 0.19% | $ 105,800.38 |
| successful | 99.44% | $ 3,147,611.64 |
| **photography** | **0.49%** | **$ 2,401,613.73** |
| failed | 9.41% | $ 223,920.31 |
| successful | 90.59% | $ 2,177,693.42 |
| **publishing** | **0.34%** | **$ 1,603,723.15** |
| cancelled | 1.27% | $ 18,781.00 |
| failed | 6.31% | $ 49,591.25 |
| successful | 92.42% | $ 1,535,350.90 |
| **technology** | **60.47%** | **$ 23,403,723.68** |
| cancelled | 0.99% | $ 2,352,021.51 |
| failed | 0.11% | $ 1,386,682.01 |
| successful | 98.90% | $ 19,665,020.16 |
| **theater** | **2.93%** | **$ 5,731,796.27** |
| cancelled | 0.29% | $ 98,359.00 |
| failed | 4.90% | $ 433,620.89 |
| live | 0.67% | $ 84,231.00 |
| successful | 94.14% | $ 5,115,585.38 |
| **Grand Total** | **100.00%** | **$ 46,173,741.66** |