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1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns? Explain the reasoning behind your answers.

2. What are some limitations of this dataset?

3. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?

Excel has allowed us to take Kickstarter data and analyze with pivot tables and visual charts.

Based on the way the data has been broken down for better visualization, there are some conclusions that be clearly identified. First, we can conclude that this platform appears to be popular for theater projects, specifically plays where there has been the most success in funding compared to failures. The total of theater is distinctly more than all the other projects, comprising of a third of the total projects and 40% of total successes. Secondly, Kickstarter appears to be a toss-up in its efforts of helping creators crowdfund their projects. The data analyzed shows a 53% overall success rate for its projects over a span of 10 years. Thirdly,

we can conclude that the other half of the picture is that the failures and how severely they fail. Base on the percentage funded of failures, there are lot of low funding or failed projects. This can mean that there may be a pattern regarding what crowd funders prefer to fund.

The limitations of the data set can be the limited information regarding the people that are funding the projects. There’s not enough information that explains who has access to Kickstarter, how often they fund on Kickstarter, their ages ranges, their income levels, their background. This can impact what decisions are made in the type of projects that have success. There are also limitations in the data regarding the creators such as what it takes to get “spotlight.” Projects with the spotlight feature happen to have success in funding. There can be more information regarding the criteria for getting the spotlight: the back story, the length of time the project has been in the works prior to Kickstarter, or the type of project.

Some other possible tables would be to analyze the percentage funded per state (success, failure, etc.) to see the extent in which backers contributed toward the state of the project (see Extra Analysis tab). We can also evaluate the date created versus end date of the funding time span against the successful projects to understand the average amount of time it takes to meet the funding goal.

This may provide trends as to if long- or short-time frames encourages backers to fund. There can also be analysis on the quantity of backers compared to each state and the time span it takes to complete the goal in order to understand what appears to be popular amongst what backers prefer to invest in and how fast it can be achieved.

Bonus Statistical Analysis

\* Use your data to determine whether the mean or the median summarizes the data more meaningfully.

\* Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?

Both the mean and median help to give good information but in this case the median appears to be more meaningful. The data sets for both successful and failed appear to have varying “backers\_counts” and the mean can be misleading. Whereas the median gives a better view of what the quantity of backers were for both successful vs unsuccessful projects. There appears to be a more significant number of backers with successful projects than unsuccessful when you evaluate the mean.

The variance for successful projects is way greater (712,841) than the unsuccessful ones (3,773). With a large amount quantity of successful projects, comes more opportunities to evaluate the number of backers. It looks to be that successful projects vary it’s in ability to get a certain about of backers to succeed. It makes sense because different types of successful projects may drive different quantities of backers which creates variations. If a project is showing a growing support of backers, it may encourage the behavior and increase the number of backers for successful projects. With unsuccessful projects, there may be a threshold where backers slow down when the time span for a goal is getting close and it’s not looking hopeful.