Written Report

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

- From PIVOT 1, setting the country filter to ‘US’, we can see that the highest number of successful campaigns were in the theater category.

- From PIVOT 2, setting the county filter to ‘GB’ and the Category filter to ‘food’, we can see that there were no successful campaigns and the highest number of failed campaigns were in the sub-category ‘food trucks’.

- From PIVOT 3, setting the category filter to ‘technology’ and the years filter to include ‘2010 through 2015’, we can see that the highest number of successful campaigns were created in the month of April and the highest number of failed campaigns were created in the month of October.

1. What are some limitations of this dataset?

- One limitation that I see (currently, the data set holds the information needed to make this change) is that there is no currency conversion. There are a handful of different currencies in the data set, but when they are plotted each USD is equivalent to CAD currency or HKD or any other currency in the table. This does not represent the data accurately as 1 U.S Dollar is actually equal to 1.34 Canadian dollars.

- One other limitation / piece of information that I would be interested to know, is some categorization of those who are launching the projects, are they individuals, organizations, companies, etc.? I think this could play a role in determining the success of a project and including it in the data set could provide some valuable insights.

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

- I think that a graph showing the success percentage vs the goal value could certainly offer insight. I would expect that the lower the goal, the higher the success percentage just because it’s ‘easier’ to raise less money but would like to see a graph of that to see if that is actually the case. You could obviously plot these based on category, country, year etc. if you were interested to see how the success percentage differed across those fields.

- A histogram of average donation could provide insight into how much most ‘funders’ are willing to pay or give you a representation of what “kind” of funders there are. Are the majority of funders all just giving small amounts, or are there some “big fish” who provide lofty donations. And a plot of average donation vs. goal value could be interesting. If average donation increases with goal value it may indicate that funders believe the projects with higher goals are more valuable, if it doesn’t, it could just indicate that more, smaller value funders, find the project interesting. This could help to shape a project launcher’s approach – is your chance of success greater by trying to get a little interest from a lot of funders (i.e. a bunch of small donations) or to get a lot of strong interest from a few funders (i.e. a few very interested, big value donations).