May 27, 2019

Unit 1

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

1. The most three successful category projects are theater, music, and film & video. They correspond to 76.84% of total successful projects with 38.40%, 24.71%, and 13.73%, respectively.



However, they also have the highest numbers of failed and cancelled projects. Thus, to confirm they are the most successful projects, we need to analyze each category individually in percentage terms and then compare each other. The chart below does that and helps us to conclude that categories music, theater, and film & video really are the winners:



1. The same way on item i., when analyzing sub-categories separated, we can see that sub-category "plays" has the higher number of successful projects but also has the higher number of projects.



Analyzing in terms of percentage, we can see on the next chart some projects with 100% of success like classical music, documentary, hardware, and rock, for example. Although they have an inferior number of projects, we can conclude that these projects are more successful than sub-category "plays".



1. The third conclusion we can draw is that when projects start in spring or summer time, they have more probability of being successful than when starting on fall or winter time.



# What are some limitations of this dataset?

1. This dataset does not present additional information like global economic data for the period on it, for example. That is necessary for the better accuracy of the data analysis.
2. We can see on the chart below that almost 90% of the projects come from the US and GB. So, for other countries, this dataset can be used as a model but, some nuances like cultural, economic and geographic issues will not be covered. That is another limitation of this dataset.



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

We can create other charts to look for more variables that can impact or affect the projects positively or not. For example:

1. We can see on the pivot table and graph below how important it is to get the Staff Pick badge. Except for photography, if the project gets that badge, it will have a high likelihood to be successful.



1. It is quite clear the necessary amount for the project can affect its chance, and we can see it below on the Bonus chart. How higher is the goal for the project, higher will be the project risk to be failed or cancelled. These two aspects are directly related.

