Kickstarter Analysis

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

The research data provided regarding Kickstarter is substantial as it accounts for 400,000. This provided multiple opportunities to assess the data through a variety of perspectives. Upon first impression there was no surprise that categories such as Film & video, music, technology would be the more abundant approaches. Theater on the other hand was seemed to be the category that became the outlier as it had a substantial total of 1393 campaigns resulting around a 60% success rate which dominated over technology. Once visualized with a pivot chart the results were more apparent that the top three most abundant categories included Theater amongst Music, Film & Television which have progressed over the years to be the most effective approaches for organizations to select.

The creation of the Pivot Table for the time stamp section of the assignment we are able to see that throughout 2009-2017 campaign projects began to diversify heavily especially through the development of platforms. The data proved that campaign projects seem to excel in succeeding through the months of April, May June & July. Which would show it as a more ideal time frame to launch a new project to reduce the potential risk of not meeting goal or obtaining several substantial backers.

Although the data is quite diverse cleaning it up would have made a significant improvement as to narrowing down a more present time frame which provide more apparent information that could benefit newly developing campaigns as oppose to assessing data including samples from over half a decade creating some outliers.

2. What are some limitations of this dataset?

The dataset provided is quite large, with that being said it does not provide much context into how and why each project performed the way it did without understanding outside factors such as current events influencing the results. The data although may provide statistical information there is room to speculate how times were when the projects had been conducted.

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

Other possible methods that could have been used to visualize the data could have been pie charts to display percentages if we were to analyze the parent categories individually from the initial pivot table created.