**Denver University - Data Analytics Bootcamp**

**Memorandum**

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| To: | Svitlana Malenfant |
| From: | Kent Rodgers |
| cc: | Google Drive |
| Date: | September 9, 2020 |
| Re: | Excel Challenge |

Thank you for the opportunity to be part of this assignment. I appreciate the opportunity to look at something outside my normal operational lens. Here are the key takeaways from the assignment reports and summaries:

**Three Kickstart Program Conclusions**

1. Internationally, Theater Plays are by far the most popular campaign type
2. Overall, 53.8% of the campaigns are successful at achieving their funding targets
3. Campaign leaders should carefully consider the timing of their campaign. The data suggest that a few months, such as launching a campaign in December, have been less successful

**Data Limitations**

* We do not know if the 4,000-project data subset is a fair and statistically valid representation of all Kickstarter projects
* The conclusions above were drawn from the assignment tables and summaries. There is a lot more insight to be garnered from the data set if we expand the scope of the assignment

**Assignment Expansion**

There is a substantial amount of data and prospective insight available in the dataset. We should consider the following additional questions and supporting tables & summaries:

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| **#** | **Question** | **Table / Summary** |
| 1 | Is success different by country? | Percentage Successful by Country |
| 2 | Is success different by category (parent or sub-)? | Percentage Successful by Parent or Sub-Category |
| 3 | Is success different by segment or intersection of Goal Size, Country, or Category (Parent and/or Sub-)? | Percentage Successful by intersection of Goal Size, Country and Category. |
| 4 | What Goal Size is most likely to yield results for our planned campaign? | Percentage Successful by Goal Size by Sub-Category |
| 5 | What donation amounts should we encourage in our campaign communication? | Average Donation amount by Successful Parent or Sub-Category Type.  Or Distribution of Successful Average Donation amounts |