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SPS Data Science Boot Camp

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. Although Technology is the highest funded Category, the success rate is only ~35%. The pledged amount for Technology/Hardware is the largest across all other Sub-Categories, with a 100% success rate. There are 12 additional sub-categories under Film & Video, Games, Music and Publishing with a 100% success rate. Kickstart can run more campaigns under each of these sub-categories and eliminate those with the highest failure rates to increase their overall success.
   2. Since 2009, Kickstart lost $5,381,899 of Pledged Funds (~12% of total funds) due to Canceled or Failed campaigns. $2,928,022 were lost from the Technology/Wearables campaigns. Lost funds for this Sub-Category progressively increased between 2013-2016, while Kickstart chose to double the number of campaigns from 2015 to 2016. Lost funds could have been contributed to the Hardware campaigns, which held a 100% success rate.
   3. Campaigns that were run in the US and GB drove a huge spike in success from their Plays between 2014-2016. The success rate only landed ~65%. After 2016, Kickstart reduced the count of Plays from 294 to 39. Before doing so, Kickstart could have identified the names of the highest funded Plays and repeated those campaigns to maintain growth in the Theatre category.
2. What are some limitations of this dataset?
   1. Documenting total expenses vs goals and pledged amounts would assist in budgeting future campaigns. Doing so can also help calculate additional funds needed or available for other campaigns.
   2. This data does not provide the reasoning behind each campaign’s support or success. This information would be very useful when determining what drove the spiked success in the 2014-2016 among Theatre campaigns.
   3. This spreadsheet does not provide comparative data of campaigns that are run outside of Kickstart. Exploring different campaigns can identify areas of interest that will attract more Backers.
3. What are some other possible tables and/or graphs that we could create?
   1. A pivot line chart with columns of Categories, rows of Years, values based on the count of State, and a filter based on the State can help display annual trends of success and failure across each category. This can help Kickstart decide which campaigns to focus on for improvement or continued growth.
   2. Creating a pivot table with rows of the Categories and Sub-Categories, columns of State and the count of State shown as a % of the row total will calculate the success rate for each Category/Sub-Category. Filtering by value will allow analysis of Categories/Sub-Categories that fall within specific ranges of success rates.
      1. Expanding the table with a list of Countries can also identify key locations driving the most success.