**Data Analytics Bootcamp Report**

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1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. On the surface, Kickstarter campaigns have taken the funding world by surprise, having a 53% success-rate could be pretty impressive when compared to the venture capital markets success-rate. Although when you look at the details, it is a fairly small investment portfolio considering that the overall investment shown in the database is low at 46M in throughout the years, while
   2. One of the most interesting aspects of the information provided is that it reflects customer interest and consumption trends throughout the years. Although I wasn’t surprised to see technology as the top funded category, I was particularly surprised to find that theater was the (distant) second, I was also surprised to find that tabletop games was also a very well-funded sub-category, but it also made me realize that considering the size of the electronic gaming industry and the entry-barriers that this industry has contrasted with the very little investment in tabletop games, Kickstarter would be an ideal platform for things that aren’t mainstream, that could also explain why documentaries, photobooks, radio and podcasts are also in the top 10 funded sub-categories.
   3. Kickstarter is mostly a US thing and in fact, an “English Language” thing, the US represents 78% of the funding alone, but if you add Great Britain, Canada, Australia and New Zealand, the sum represents almost 90% of the funding, which I think brings an interesting conversation around how those markets have evolved and whether most products are being created to serve certain ethnic, racial or economic group needs, i.e. Are most
2. What are some limitations of this dataset?
   1. It’s not possible to know if the companies had any success after the campaign ended, it’s not enough to know that the campaign per se was successful, because it doesn’t give an indication on whether that company remained in the market after funding the initial project, and for that matter, there isn’t any indications that the products were well received by the customers.
   2. Lack of demographic information of the investors make it hard to find out whether these products may become mainstream or if they’ll remain niche products, in some cases, it may be nostalgia from a certain segment that wants to bring/keep certain products alive, but not necessarily something that will create a sustainable company.
   3. Products launched by the same company: browsing through the descriptions, I saw a few products that are extensions to existing products, is this a trend or just as small sample?
   4. 2017 incomplete data brings interesting questions to the table. It seems that 2017 started as an odd year, considering that the available data seems to show 5 months only, it doesn’t seem to follow the average of prior years. For example, the per-month average of 2016 was 1.1M US, and the sum of all pledged money for 2017 is only 1.5M (with the available data) and therefore it opens up a series of questions: had the interest in Kickstarter subsided? Is the seasonality for funding following a different pattern? Is the customer base the same and then maybe a little tired?
3. What are some other possible tables and/or graphs that we could create? I tried a few of these myself, others I couldn’t (excel skills not there yet)
   1. Average duration of campaign (tried to calculate a day from timestamps, but couldn’t complete)
   2. Category and Sub-category CAGR
   3. Staff pick effect in success or failure of projects (very interesting!)
   4. Categories in which staff hasn’t backed any project (Also very interesting, staff has a big bias to certain categories)
   5. Categories and sub-categories per country
   6. Number of backers per project per category / sub-category
   7. Average investment by backer per category / sub-category (Interesting, might give a proxy on profitability)
   8. Successful project per category / subcategory