Data Analytics Report 1: Observing trends across Kickstarter campaign data

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1. **Insights and Conclusions**

Fig 1.1: Bar chart illustrating count of state (cancelled, failed, live, successful) across parent categories for Kickstarter campaigns

Fig 1.2: Pivot table showing numerical data for count of state across all parent categories for Kickstarter campaigns

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Count of state** | **Column Labels** |  |  |  |  |
| **Row Labels** | **canceled** | **failed** | **live** | **successful** | **Grand Total** |
| film & video | 40 | 180 |  | 300 | 520 |
| food | 20 | 140 | 6 | 34 | 200 |
| games |  | 140 |  | 80 | 220 |
| journalism | 24 |  |  |  | 24 |
| music | 20 | 120 | 20 | 540 | 700 |
| photography |  | 117 |  | 103 | 220 |
| publishing | 30 | 127 |  | 80 | 237 |
| technology | 178 | 213 |  | 209 | 600 |
| theater | 37 | 493 | 24 | 839 | 1393 |
| **Grand Total** | **349** | **1530** | **50** | **2185** | **4114** |

**Interpretation Figs 1.1 and 1.2**

From an observation of the pivot table and bar chart above, I concluded that projects in the food, music, and theater categories were more likely to go live and be successful across all the parent categories for Kickstarter campaigns.

Fig 2.1: Bar chart illustrating grand total for count of state across countries with Kickstarter campaign data

Fig 2.2: Pivot table showing numerical data for count of state across all countries with Kickstarter campaign data

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Count of state** | **Column Labels** |  |  |  |  |
| **Row Labels** | **canceled** | **failed** | **live** | **successful** | **Grand Total** |
| AT |  | 2 | 1 | 3 | 6 |
| AU | 14 | 41 |  | 19 | 74 |
| BE |  | 1 |  | 1 | 2 |
| CA | 17 | 64 | 1 | 64 | 146 |
| CH | 3 | 2 |  | 1 | 6 |
| DE | 3 | 27 |  | 23 | 53 |
| DK | 4 | 6 |  | 4 | 14 |
| ES | 1 | 9 |  | 11 | 21 |
| FR | 5 | 10 | 2 | 10 | 27 |
| GB | 25 | 205 | 8 | 366 | 604 |
| HK | 1 | 2 |  |  | 3 |
| IE | 2 | 4 | 1 | 8 | 15 |
| IT | 3 | 19 |  | 7 | 29 |
| LU |  |  |  | 2 | 2 |
| MX | 1 | 8 | 3 |  | 12 |
| NL | 4 | 14 | 1 | 2 | 21 |
| NO |  | 5 |  | 2 | 7 |
| NZ | 4 | 5 |  | 3 | 12 |
| SE | 5 | 9 |  | 7 | 21 |
| SG |  |  |  | 1 | 1 |
| US | 257 | 1097 | 33 | 1651 | 3038 |
| **Grand Total** | **349** | **1530** | **50** | **2185** | **4114** |

**Interpretation Figs 2.2 and 2.2**

From an observation of the bar chart and pivot table above, I observed that the United States (US) had the highest grand total of successful, live, cancelled, and failed projects. From this information I was able to conclude that most Kickstarter campaign activity is in the United States.

Fig 3.1: Bar chart illustrating the count of state variable across the years 2009 to 2017

Fig 3.2: Pivot table showing numerical data for count of state across the years 2009 to 2017

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Count of state** | **Column Labels** |  |  |  |  |
| **Row Labels** | **canceled** | **failed** | **live** | **successful** | **Grand Total** |
| **2009** | **1** | **4** |  | **9** | **14** |
| **2010** | **1** | **15** |  | **49** | **65** |
| **2011** | **7** | **28** |  | **136** | **171** |
| **2012** | **6** | **60** |  | **216** | **282** |
| **2013** | **7** | **67** |  | **200** | **274** |
| **2014** | **80** | **422** |  | **474** | **976** |
| **2015** | **131** | **527** |  | **567** | **1225** |
| **2016** | **99** | **376** |  | **475** | **950** |
| **2017** | **17** | **31** | **50** | **59** | **157** |
| **Grand Total** | **349** | **1530** | **50** | **2185** | **4114** |

**Interpretation Figs 3.1 and 3.2**

From an observation of the date in the bar chart and pivot table above, I observed that there was the highest Kickstarter campaign activity in the form of count of states in the year 2015. From this information I was able to conclude that there were the highest number of successful, cancelled, and failed projects in that one year.

1. **Limitations of the Data**

One of the major limitations I noticed in this data set was that it only had data up to April 2017 and that there were only live campaigns recorded for 2017. Another limitation is that the abundance of the data was from the United States and Great Britain.

1. **Reflections and Future Analysis**

Some of the future relationships that could be observed through creating more pivot tables and visual charts could be between average donation and state or backers count and state. I was personally interested in the count of state for projects in each year and grand total for count of state across several countries, so I created those graphs and found two of the conclusions in part one of this report.