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Data Analytics Bootcamp

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Unit 1 Assignment – KickStart My Chart

**Conclusions Drawn**

From the first pivot table and graph we were asked to create, we could conclude that theater is the most popular category of Kickstarter campaigns attempting to find funding. From the second pivot table we were asked to create, we could conclude that plays are the most popular subcategory of Kickstarter campaigns attempting to find funding. From the bonus, we could conclude that campaigns requesting between $15,000 and $34,999 should request between $35,000 and $39,999 in funding.

**Limitations of the Data Set**

First, we must acknowledge that if over 300,000 campaigns have been launched on Kickstarter, our data set contains less than 1% of the total number of campaigns launched. Any conclusions about the overall behavior of funding on Kickstarter based on such a small portion of the data should be taken with a heavy dose of skepticism at best.

In addition to our limited data set, the campaigns we do have data from range over a span of nine years, from 2009 to 2017. While data over a large time frame can be helpful in certain circumstances, in our case it can be misleading. Since we are attempting to draw conclusions about the behavior of Kickstarter campaigns with respect to their funding, the large time frame can make it seem like certain categories of campaigns are very popular or well-funded, when that may have been the case five years ago but is no longer the case. An example is the music category, which has taken a hard nosedive since 2012 according to our data.

**Other Tables and Graphs we could create**

Since we are looking at varying amounts of campaigns in each category, I think we are better off looking at what percent of each category or subcategory is in each state. For instance, the first pivot table and chart we created looked at the count of each category in each state. While this allows relatively how many campaigns we have from each category, it can mislead us into thinking that theater campaigns are more likely to be successful in their attempt to find funding, when in fact, we just have a greater number of theater campaigns.

Another thing we must consider is when these campaigns are occurring in terms of years. A majority of the campaigns in our data set are from 2015, 1225 of the 4114 campaigns occurring in 2015. Looking at the frequency of campaigns and their success rates relative to the year they were started also showed me that music campaigns were rising in popularity from 2009 to 2012 and have steadily declined since 2012. Without this knowledge, we would mistakenly conclude (as above) that music campaigns are still successful today, which is not the case.

Finally, we could look at duration of campaign. We could see if the length of time campaigns are attempting to find funding has changed over time and we could see how the length of time a campaign is attempting to find funding relates to the state it ended in.