Analytics Class Homework report 1

Vibhanshu Shekhar

Tuesday and Thursday Class

Create a report in Microsoft Word and answer the following questions

**What are three conclusions we can make about Kickstarter campaigns given the provided data?**

1. The Kickstarter campaign registered a large percentage of both successful (more than 53 per cent) and failed (around 37 per cent) projects.
2. While the category of theatre produced maximum number of both failed and successful projects, the category of music produced the maximum percentage (77 per cent) of successful projects. Within the category of theatre, maximum number of successful and failed projects came from the sub-category of plays.
3. All the projects in the sub-categories of classical music (40), documentary (180), electronic music (40), hardware (140), metal (20), non-fiction (60), pop (40), radio and podcasts (20), rock (260), shorts (60), tabletop games (80) and television (60) registered complete success. Together, they constitute 45 per cent (1000 projects) of all the successful projects (2185).

2. What are some of the limitations of this dataset?

The Kickstarter campaign dataset includes multiple currencies that makes it difficult to (a) compute the amount (both targeted and pledged), (b) compare the targeted and pledged amounts and (c) highlight the level of success and failures based on the targeted and pledged amounts of various Kickstarter projects. This issue becomes more important in the context of creating a column with the amount of average donation.

The dataset would look more organized if some of the columns could be rearranged. For example, the state column should appear either before or after the columns on category and sub-category.

3. What are some other possible tables/graphs that we could create?

* In order to get a macro understanding of the kickstarter campaigns and get a better understanding of the successes and failures of the project, it might be advisable to have a table/chart highlighting only the state of projects without including the parameters of country, category or sub-category.
* It might be illustrative to draw a country-based table/chart detailing the number of successful, failed, canceled and alive projects coming from different countries.
* Given the large concentration of successful and failed projects, it might be advisable to draw two separate pivot charts of successful and failed projects alone.