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## Homework Assignment #1 Questions & Analysis

## 22 January 2018

**Three Conclusions about Kickstarter campaigns given the provided data:**

1. 80% of campaigns were created after 2014, and 74% of the campaigns have been created in the United States. The first conclusion about the Kickstarter campaigns that can be made given the data is that Kickstarter is a US – based phenomenon that picked up momentum precipitously in the last 4 years. (According to Wikipedia, Kickstarter released a mobile app in November, 2013, likely explaining this dramatic increase in submissions). In fact, the Country with the second-most campaigns is Great Britain, with 608, followed by Australia with 74. This dramatic increase in the number of campaigns also led to a noticeable decrease in the number of successful campaigns. From 2009 to 2013, the average success rate was 73.8%. Since then, the average success rate per year is 45.6% with incomplete data for 2017.
2. Campaigns associated with creative projects or the arts have the highest success rates by a large margin. Music (77.14%), theater (60.23%), and film/video (57.69%). Those categories also have more submissions – accounting for nearly 64% of all Kickstarter campaigns. Perhaps there is more certainty in the completion of a film, or a play, leading to a higher success rate, but this cannot be said for certain based upon this data.
3. Smaller goal amounts had a higher success rate than larger projects. For example, goals less than $1,000 had a success rate higher than 70%, where goal amounts of $50,000 or higher were only successful about 19% of the time.

However, regression analysis did not find any correlation to Goal amount and any other data. For example, regression analysis comparing average donation size and total amount pledged to the amount being asked for returned R-Square values of 1.58 x 10^-6 and 1.00 x 10^-7, respectively. The number of backers and percent funded as compared to goal size also returned very small R-Square values, and therefore inconclusive results. The decision to donate, how much to donate, how many people give, and percent funded is clearly not correlated to the amount of the goal.

To speculate, the decision to donate seems to show that more subjective items such as the description of the campaign, who is asking for donations, or the reason for the campaign may be a better determining factor in a successful Kickstarter campaign.

**What are some of the limitations of this dataset?**

1. The data is incomplete. The success rate for data that was “spotlighted” by Kickstarter in this set shows a 100% success rate, and according to Kickstarter, there have been 138,045 funded campaigns since they launched. This is not a representative sample.
2. One limitation that has already been pointed out is the fact that only 20% of the campaigns occurred from 2009 to 2013. Pre-2013 should be viewed differently than the statistics collected since then.
3. The data is not current. The most recent date of creation is 3/15/2017 – nearly a year old.

**What are some other tables/graphs we could create?** (I already created what I considered relevant graphs/tables/analysis worksheets prior to reading this question… Oops.) Here’s what I looked at as well:

1. Percent of total state by category with country as filter to show success rate by category.
2. Pivot chart broken down by state of campaign and total count for each, per year, as reference below breakdown by month. (Not surprisingly to me, the number of successful campaigns drops significantly in November and December around the holidays – people are spending their money on their own families at this time).
3. Total number of backers by goal size.
4. Created additional column calculating length of campaign by subtracting start date from end date to give number of days live. Analyzed success rates for that data via pivot table.
5. Created pivot table comparing success rate based on ‘spotlight’ attribute.
6. Created pivot table comparing success rate based on ‘staff pick’ attribute.
7. Regression tables mentioned above.