Tim Tallent

UCF Coding Bootcamp

June 6, 2020

Kickstarter Conclusion

1. After analyzing the pivot tables created from the collected data of the Kickstarter Champagnes, I have decided on 3 conclusions.
   1. The Categories pivot table shows the overall success, canceled and failed numbers of the individual industries. This shows the compiled data of each category as a whole.
   2. In the sub-categories table, the data shows specifically the sub categories in that industry. In this view, it displays which sub category bring in success and failures, as well as comparing the different ratios between each sub category. This data provides the factors that result in the overall average of that category.
   3. When broken down in yearly quarters, the most kick starter campaigns occurred during Q2. When compared to the rest of the year the amount of kick starters remained low in Q1 and Q4. A factor in this could be marketing tactics to target the summer crowed, which have a higher success rate compared to the rest of the year.
2. With the complied data, these conclusions do come with limitations. It does not show the catalysts and the factors that would better tell the story for the reasons of success/ failures. Additional data to show the complete story would include; location, demographic, seasonal influence and medium of that specific subcategory.
3. Other possible chats to help visual this data would be; A pie chart to show the category and sub-category, as those numbers represent the percentage of total data. A stacked bar graphic would be the best alternative to show the comparison of the data over time.