# Assignment 1 – kickstarter analysis of data

The questions are being answered as part of the analysis of the workbook **starterbook.xls**

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| 1. What are three conclusions we can make about Kickstarter campaigns given the provided data?  * Success rates for campaigns seem higher for lower Goals and is less than 50 % for goals >= 10000. There is a significant decrease in the success rate as the Goals near 10000. * Theater has the largest number of submissions on kickstarter and has about 60 % success rate (839 out of 1393). Music seems to have a high success rate of about 77 % ( 540 out of 700). In the Technology area, success rate(34.83 % ) and failure rates(35.5%) are very similar. * The category of Journalism seems to have very limited campaigning on kickstarter. Only 1 out of 24 seems have reached a 94% funding with all 24 of the campaigns being cancelled. * Largest number of campaign submissions are from the US(74 % ) followed by Great Britain, Canada, and Australia. * Many kickstarter campaigns do not get funded or are funded only by 1 person. |
| 1. What are some of the limitations of this dataset?  * Most of the data is taken only from one website – kickstarter. Using data from multiple sources for the projects where available may be very useful. * The number of data values over multiple years seems small. A larger dataset can provide better interpretation of the results. * Data will need to be sliced by countries to get a better picture at a global perspective. * Some years like 2017 have data only till Mar 2017. Performing analysis with additional data for 2017 will provide a better perspective for the year. |
| 1. What are some other possible tables/graphs that we could create?    * Creating a table / graph based on the countries in which the campaign was submitted. Determining percent successful and canceled or failed for multiple goal ranges are some of the other tables /graphs that can be created and visualized.    * Graphs indicating the success, failure and canceled counts or percentage based on the Goal amounts will a useful graph to visualize and interpret. |