Kickstarter campaigns analysis

Question1

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

First, based on the provided data and the created analytical first pivot table and chart; the percentage of succeeded campaigns comparing to the grand total of campaigns equal to %53,1 “2185/4114”. In the other hand with have the percentage of total failed campaigns equal to %37,2 “1530/4114”. The percentage of succeeded campaigns and failed campaigns is relatively close.

Second, if we compare the categories and their success rate, we can see that number one category is the theater category, it has the highest entries with 1393 campaigns only %60 of these campaigns were successful and %35 of them failed. Followed by the music category that has 700 entries, the success rate of the music category is higher than the theater category with %77 success rate and only %17 failure rate. Journalism has the lowest entries with 24 and the highest cancelation rate with a %100 cancelation rate.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| country | (All) |  |  |  |  |  |
|  |  |  |  |  |  |  |
| **Count of outcome** | **Column Labels** |  |  |  |  |  |
| **Row Labels** | **successful** | **failed** | **canceled** | **live** | **Grand Total** |  |
| film & video | 300 | 180 | 40 |  | 520 |  |
| food | 34 | 140 | 20 | 6 | 200 |  |
| games | 80 | 140 |  |  | 220 |  |
| journalism |  |  | 24 |  | 24 |  |
| music | 540 | 120 | 20 | 20 | 700 |  |
| photography | 103 | 117 |  |  | 220 |  |
| publishing | 80 | 127 | 30 |  | 237 |  |
| technology | 209 | 213 | 178 |  | 600 |  |
| theater | 839 | 493 | 37 | 24 | 1393 |  |
| **Grand Total** | **2185** | **1530** | **349** | **50** | **4114** |  |
|  |  |  |  |  |  |  |

Third, from the thirst pivot table we can analyses that through the 12 calendar months the number of campaigns is very close to each other, also the success failure and cancelation rate are very close to each other. That can lead to a conclusion that there is no specific season or month were people lunch a campaign, to be successful or to fail.



Question 2

What are some of the limitations of this dataset?

I think that a data about the country of the funding for all the campaigns will help understanding where certain projects or services works, and that can potentially lead to why it succeeded, or it failed.

Question 3

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

I think that we can create a power query table that has the state of the grand total of the campaigns and the years. It will allow us to analyze the campaigns by years and their state, for example: 2009 there was only 14 grand total campaigns comparing to 2015 it has 1226 grand total campaigns. This numbers here can show the growth percentage of Kickstarter in 6 years based on total entries equal to %8657. Also, the date can show us that that comparing to 2015, the campaigns grand total entries has dropped in 2017 to 157 which it will result to depreciation of %87

We can also include a scatter chart with straight lines to the same table, and we can see the drop of the number of campaigns.