

## Interview Case Study 2019 – Kickstarter Data

This case study is designed to test your analytical skill, data presentation, and communication. We request that you please use Python, R or Tableau to complete the data analysis for this exercise. We recommend that you spend no more than **3** hours working on this case study

### Deliverables:

1. Code from your analysis
2. Powerpoint presentation of your case study findings
3. 20 minute presentation of your insights and analysis

### Purpose of this case study:

We are having you complete this case study as part of the interview process because we are interested in your ability to turn a vague problem into an interesting story with data insights. From your analysis we are looking to understand your approach, programming skill, resourcefulness, and comfort with data storytelling. From your presentation we are looking to understand your powerpoint ability, presentation style, data sharing approach, and overall storytelling clarity.

### Introduction to the data:

The associated data set is from Kickstarter.com. Kickstarter.com is a website where people can campaign for crowd funding from the internet to support their project. Funds for the campaigns are provided at the discretion of the crowd. We are interested in how the different variables for a campaign might influence the campaign success in raising requested funds. This high level data contains descriptive information of 2016 and 2017 Kickstarter campaigns. The descriptive data contains dates, dollars raised, name of campaign as free text, factor variables, and if the campaign was successful in receiving funding (the "state" variable in the data).

### Case:

For the purpose of this case study, our long term goal is to map out what variables drive a successful campaign. This case study is the 'Exploratory analysis phase.' Our hypothesis is that the variables that are included in the data tell us something about if a campaign will be successful, but we do not have a clear understanding of how. Your task is as follows:

### Task:

Create a story with data where you explore variables that are related to successful campaigns. Explain **3** insights with the appropriate context and explanation for why you feel they might be a direction for additional research. For each insight explain your thought process for why you chose to investigate this information, summary data supporting the insight, and any validation/testing you completed.

Discussion of why these might be insights that lead to value for someone creating a campaign is welcome!

Once you have completed your analysis. Create a power point presentation to share your findings. Make sure to introduce the problem, explain your analysis approach, and communicate your findings through graphs you feel represent your style/skill of data visualization (you do not need to build a robust algorithm to complete the analysis, only the exploratory analysis step is expected here)

The presentation should last approximately 20 minutes, so plan your powerpoint layout accordingly

Questions on your analysis and presentation will occur after you present your findings

If you have any clarification questions – please let us know!