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Homework 1: Kickstart My Chart Report

1. In this report, data was used to compare different Kickstarter campaigns success, failure, and cancellations rates. These measures of success were based on whether or not a campaign’s funding’s exceeded its budget. After analyzing three different pivot charts and tables using the Kickstarter campaign data, three conclusions were drawn. First off, it is safe to say that campaigns in the music category have a higher success rate versus failures rates in comparison to other parent categories. Secondly, the subcategory of plays had the highest amount of campaigns and successes, with zero campaigns cancelled. Lastly, campaigns launched in months first half of the year, aside from January, have better success to failure ratios. For instance, campaigns launched in the month of May had almost twice the amount of successes than failures. Whereas, campaigns launched in December and January had almost the same amount of successes than failures.
2. A limitation that the dataset presents is that there is no way of knowing whether or not the sample of Kickstarter campaigns presented was randomly selected to be representative of the original 300,000 Kickstarter projects. For instance, in all three of the pivot charts created from the data the amount of successful campaigns is about twice the amount of failures. However, it is initially mentioned that about only a third of the 300,000 campaigns are successful. That being said, it is hard to tell if the 4,000 projects presented in the sample are actually representative from the original set since there is more successful campaigns than failures. If the sample is not truly representative, the trends presented in it are misleading and inaccurate because there would be a bias selection of successful campaigns.
3. A possible table that could be created from the dataset is one that compares the success, failure and cancellation rates of each country to see if there is a correlation between the amount of campaigns a country launches and their success rates. Another table that could potentially be created is one that compares that the backers count to the success, failure and cancellation rates in order to see if that amount had an influence on whether or not a campaign would succeed.