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Homework 1 – KickStart My Chart report

Three conclusions about Kickstarter campaigns given the provided data:

1. The majority of campaigns are carried through until the due date. It is unlikely to be canceled.
2. Campaigns are more likely to be funded rather than not if the goal is less than $20,000
3. Campaigns have a near equal chance of being funded or failing when the goal is between $20,000 and $45,000, after which the failure rate is significantly higher.

Limitations of the dataset:

Unable to parse qualitative aspects such as what’s found in the blurb or sophistication of marketing materials

Unable to see what reasons backers may have for why they pledged

Unable to see exterior promotion like a news article, association with celebrity, or paid advertising with other entities outside of Kickstarter

Currency exchange conversion of goals/pledges to truly compare costs/money raised

Other possible graphs to consider:

Category/Sub-Category vs Percent Funded

Staff Pick vs Success/Fail

Staff Pick vs Percent Funded

Spotlight vs Success/Fail

Spotlight vs Percent Funded

Category vs Average Donated

Length of campaign vs Success/Fail

Length of campaign vs Number of backers

Country vs Pledged

Country vs Average Donated