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Data Visualization and Analytics

Cohort 3

Homework 2

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

Given the data we have, we can conclude that the most successful categories for projects are Theatera and Music with Technology and Film as close thirds. Also that, while there are very few Journalism projects, they have the highest success rate at 88% successful (Thought this may not be statistically significant). Thirdly, we may conclude that, according to this data, the best bet for in the most popular category (theater) is a Play.

***What are some of the limitations of this dataset?***

Most projects are based in English speaking countries, that is, countries who count English as their primary language. It’s possible that this limits the projects proposed as well as the backers who use the site. The data we are working with ends in 2017, and so it may not be as relevant to current users as it was in the past.

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

We could graph the percentage successful within each category or even subcategory. We can also look at the state of projects organized by year as Kickstarter usage seems to have peaked in 2015.