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Unit 1 Homework: Kickstart My Chart

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

|  |  |
| --- | --- |
| **State** | **%** |
| canceled | 8.48% |
| failed | 37.19% |
| live | 1.22% |
| successful | 53.11% |
| **Total general** | **100.00%** |

Table 1

In general terms the campaigns work because as we can see in Table 1 we have the 53% successful campaigns and 37% that failed. Also going into categories, we can see that the best category people could be successful is in the music one, because they have the 77.14% of the campaigns of them in successful state; in the other hand we have that the worst category is food because 70% of them are failed. US is the country with more campaigns in Kickstarts following up of GB.

Another conclusion is that in the subcategories the best performance is rock in the music category because 100% of the campaigns are successful, the worst category is animation with 100% failed. Following the two countries with a greater number of campaigns they have the same behavior, so we can say that people in both countries support the same subcategories.

And for last but no least with the data of all years we can see that there is a smooth tendency of the successful campaigns except for may that could be an outlier, the failed ones have almost the same tendency of the successful ones and the canceled ones have almost the same number during every month. The year with more campaigns canceled and successful is 2015. In this graphic we can see the same tendency in the three states of the campaigns as in Chart 1.

Chart 1

1. What are some limitations of this dataset?

The main limitation is that the data must be transform and standardize because it has different types of data, for example the currency is different depending on the country, maybe we need to see only one currency, this would be helpful to compare easier which campaign gather more money.

Another limitation is that we cannot know how much money gave each backer, this could be helpful if we want to give him some prize or mention when the campaign goes on.

1. What are some other possible tables and/or graphs that we could create?

We can create a chronological behavior of the data like Chart 1 to know what year was the most successful and also we could create another table where it shows which campaigns gather more money per country and also we can make a correlation between the goal and if the campaign state, because one hypothesis could be that the ones that need more money could be the ones that are failing. Another correlation could be the days the campaigns have to be completed and the money they are asking for.