Due: Sat. Aug. 10, 2019

Unit 1 Homework: Kickstart My Chart

Looking just at the 2017 data, the three-month data gives the impression that the most successful month for campaigns is in January. As the month progresses into February and into March, fewer are successful. This gives the impression that to have a successful campaign one should launch it in January. This observation does not reflect the campaign trend of the previous year. The peak success rate for campaigns launched in the first three months of 2016 were those campaigns launched in late March rather than January and February. The trend for 2016 shows that the most successful projects were launched in May of that year. The success trend over all the years collected and displayed together mirrors the observation that May is the peak month to launch a successful campaign.

Another observation is that most campaigns are launched in the US. Of these campaigns, the most campaigns launched were in theatrical plays. Though the success rate for plays is only about 60%. In fact, there are more failed campaigns for plays than total campaigns in any other sub-category.

Lastly, journalism is dead. Not even a crowd source campaign can save that media!

The obvious piece of data missing is data more recent than March 2017. As noted above, the three-month data of 2017 does not reflect that of the year before or the overall trend. To get a complete picture of campaigns launched would be to add a trend line for total campaigns in the category vs. Launch date graph. This graph could also be broken down by sub-category. Additionally, charting success by launch data also gives only part of the picture. Is a campaign more likely to succeed because it was launched in May or is this coincidental? We should track successes vs. length of time a campaign was active. Lastly, we could use information on how a campaign was launched vs. success. If a campaign is launched by well known company or celebrity, it is possible that would contribute to the success of the campaign.

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One additional trend that should be tabulated and graphed would be campaign status vs. campaign length. Another possible trend , bar graph, could be used to chart whether “staff picks” influence campaign status.