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KickStart My Chart

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   * Campaigns within the categories of film & video, music, and theater are more likely to have a successful outcome, rather than be canceled or fail. Other categories have a higher chance of failure and cancellation.
   * Over one quarter of the projects fell within the sub-category of “plays,” and the majority of these campaigns were successful. As a result, we can conclude Kickstarter is a useful platform for plays.
   * Projects launched in May have the greatest chance of being successful.
2. What are some limitations of this dataset?
   * The data set may not be large enough to draw truthful conclusions. For example, there were only 24 journalism campaigns included, all of which were canceled. Based on the available data, all journalism projects were canceled. However, this may not be representative of all Kickstarter journalism campaigns. It would be helpful to have a larger dataset to further analyze this category.
   * It would be beneficial to have some data on why certain Kickstarter campaigns found more success than others. One possible indicator might be a link tracker - how many “clicks” each campaign received from shares on Facebook, for example.
3. What are some other possible tables/graphs that we could create?
   * These Kickstarter campaigns come from different countries around the world, and different currencies are used to fund them. Therefore it may be useful to compare outcome vs the goal amount in a line graph, with a filter on currency type.
   * We see the number of successful/failing/canceled campaigns for each category, but it might be useful to find what percentage of projects in each category were successful. We could then plot these amounts in a bar graph to visualize which categories had the highest percentage of successful projects.