Jake Hatcher Kickstarter Report

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   1. From the category chart we can see that with music you have the best chance at success, film and theatre are just above 50 percent success rate, photography seems 50/50, and everything else has low odds of success.
   2. From the subcategory chart we can see that outside of world music, jazz, and faith you have a good chance to succeed. In film, documentaries, shorts and television all have 100% success rates while the other categories have 100% fail/cancel rates. Theatre you are taking a gamble unless you go for plays. Photography only go for photobooks. Other noteworthy subcategories are food/small batch, games/tabletop, publishing/ nonfiction & podcasts, technology/ Hardware & space exploration.
   3. From the years chart we see that starting your campaign in May/June leads to the best results while starting at the end of the year has the worst
2. What are some of the limitations of this dataset?
   1. We don’t know what these campaigns did outside of the data given so we know no marketing or other media used in these campaigns
   2. There is vast inequalities in the amount that some subcategories had counts in; while this leads favorably towards those with high counts, the ones with low total counts could be skewed by unknown factors
3. What are some other possible tables/graphs that we could create?
   1. From the data given it could be interesting to see a chart going over goals and pledge count to see if the size of your goal has a visible effect on the outcome
   2. Seeing which countries get more pledges overall could be useful to know
   3. comparing goals and percentage met could also give some valuable insight.