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Starterbook Questions

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

* Quantitatively, the theater category has the most total Kickstarters, the most successes, and the most failed. (Category Pivot)
* Of the Theater category, the play sub-category was the most successful by quantity and percentage. (Sub-Category Pivot)
* The popularity of Kickstarter rose drastically in 2013, peaked in 2015, and drastically decreased by 2017.

2. What are some limitations of this dataset?

I’m not sure what the difference between canceled and failed really is, or at least if its relevant for the majority of people trying to understand this data. Could easily be fixed on my end by combining data.

This also does not show other factors that could affect success, like how each Kickstarter advertised their project. Theater for instance, was probably posted by people already in the business. When those people are performing their current plays, they could easily ask donations from the audience. They would have direct advertisement to their very targeted demographic. So looking at this data, you may initially think a play would be the best to start if you wanted to succeed, but without a built audience, they may not be as successful.

Does not show the monetary cost or other value of the contributor rewards. This could play a large part in the success of a goal, but also the type of reward could play a large factor. Using the play sub-category again, if a reward is tickets to the show, it would be a great incentive for people as they are basically just buying their ticket, and would be refunded if canceled. Whereas if the project is let’s say VR technology, the likely contribution would not cover the price of the product, and the product may not live up to expectations even if completed.

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

A pivot table using the average donation column created that could show average donation by category or a bar graph showing average donation of successful or failed campaigns.

A table and graph breaking down data according to the length of the campaign.

Percent campaigns that were successful who had “spotlight” and percent that were successful without “spotlight”.