Homework Unit 1

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

Based on the given data, the first conclusion I came to was that the Kickstarter campaigns have about a 50% success rate and most of the remaining programs failed. The second observation I made was that the most successful campaigns involved film or theatre (nearly 50% of all the successful campaigns). Music was also a very successful category with a nearly 80% success rate. The third observation I made was that certain campaigns were very unsuccessful altogether; of the 200 “Food” campaigns, only 40 (20%) were either successful or went live. Journalism never made it off the ground with a 100% “canceled” rate.

1. What are some limitations of this dataset?

Some of the limitations with this dataset would be a lack of details regarding the success/failure rate of certain programs. “Theatre/plays” had about a 70% success rate but the numbers stop there. We don’t have the necessary data to determine what made these 70% successful and caused the other 30% to fail. Another limitation with the given dataset is that all of these “campaigns” were only monitored for a very limited amount of time. Some were given as little as a week while others were given 3-4 weeks. It would seem additional time would be needed to gather a much better sample size to better determine the success/failure rate.

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

The first one that comes to mind is a pie chart. When playing around with them, I found that if your simply viewing one particular state (successful, failed, canceled, or live) it can be very helpful in showing what campaigns fit each state; however, when attempting to view multiple states with this chart, that data was not very clear to read and would there for not be very useful. A clustered column chart also seems very helpful in viewing the differences between states. It helps to show which categories were most successful while also showing which were most unsuccessful.