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Data Visualization Boot Camp

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Homework #1 (Bonus “My Own” Stats Analysis)

Question: Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?

Based on the data, the large variability (variance) in Backers of successful campaigns and Backers of unsuccessful campaigns make sense. People have different interests and will only support causes/projects that they have a personal attachment to. In addition, Kickstarter puts more emphasis on the creative arts which many of the campaigns that focus on theater and music do the best. The dataset is widely distributed, noted by the very large standard deviation, which reflects the wide range of categories and interests on Kickstarter promotes. This is quite prominent when the minimum and maximum values of each category is seen. Many campaigns with little to no Backers either reflects poor marketing or lack of interest in the project. Again, Backers’ interests vary widely on Kickstarter.