Berkeley – Data Visualization and Analytics

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1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   1. Pivot1: There is more success in the categories: theater, music and film & video.
   2. Pivot2: Most of the Kickstarter campaigns are for plays and more than half of the plays are successful.
   3. Pivot3: There are more successes earlier in the year (before June) than later in the year.
2. What are some of the limitations of this dataset?
   * The categories may not be mutually exclusive. For example: a game Kickstarter may also be in the technology category.
   * The success of the Kickstarter is based on the goal amount. It’s possible that some Kickstarters might set the amount to be lower than desired while others may set the amount to be higher to entice backers to pitch in more.
   * The success may also depend on what stuff the backers get for pitching in.
   * The dataset doesn’t have region: some regions people tend to appreciate entrepreneurship than others.
   * The dataset doesn’t say the age group of the backers.
   * The data set spans 9 years. In the beginning, less people use Kickstarter because they just started out. So it’s possible there are more failures.
3. What are some other possible tables/graphs that we could create?
   * We can look at how Kickstarters in US compare to other countries.
   * We can look at how the timeline affects the success of the Kickstarters.
   * We can see if there’s an optimal goal amount that tends to be successful.