Homework 1 Responses

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

One of the first observations I would make is that, in general, the popularity of Kickstarter projects seems to be increasing. Using the chart created in the “States Stats” sheet, we can see there is a fairly steady increase in the number of projects over the years for all states (except live projects as those would only be in the current year). The last year, 2017, shows a clear dropoff but this is due to the last date being only in March while the others have the full year of projects.

Secondly, we can conclude that theater Kickstarter projects are by and large the most popular kickstarters with nearly twice as many projects than the second largest category which is music.

Thirdly, we can conclude that Journalism kickstarter projects are almost guaranteed to be canceled. Though, statistically, I can’t say for certain since they number of journalism kickstarter projects isn’t very large, every single journalism kickstarter has been canceled before it can be complete.

An extra conclusion we can make, though not part of the steps we took, we can see that the higher the goal of a given kickstarter the less likely it is to be funded. If you filter the data to show only things that have a pledge goal of $50,000 or more you see there are less than 100 of the 449 that are successfully funded.

1. I think the first limitation, at least in my eyes, is that this is not a comprehensive list of kickstarter projects, and since we didn’t gather the data ourselves we can’t be sure if it is biased in any direction skewing the data. Secondly, this data only covers up to about the first third of 2017 which makes our data look as if there is a massive drop off popularity at a glance. Another interesting limitation of this data is the ability to see the success of “Staff Pick” kickstarters vs the rest of them. Of the over 4,000 projects in the data, we can see that only 557 are listed as a staff picked projects. Comparing whether a project being a staff pick makes it more likely to be successfully funded could be potentially game changing but there aren’t enough compared to non-staff picks to decide for sure.
2. I think an interesting graph, like I mentioned for question 2 would be a pivot table comparing the state of staff pick TRUE and staff pick FALSE to see how many of each were successfully funded and seeing if that’s a factor. Another type of graph that could be done would be instead of doing the line graph would be a bar or column graph using the same vertical and horizontal axes. It would essentially look the same but rather than having that “over time” feel a line graph does it would have more of a “mass” feel that a bar graph gives off. You could also potentially use a pie chart to show the number of each state of kickstarter with a filter on the category to view one at a time.