Unit 1 Homework: Kickstart My Chart

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**Conclusions**

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

1. After removing the outlier of projects with goals less than 1000, the higher the goal a lesser percent of projects reached the goal. So, it seems there is a tendency for project leaders to over-estimate their goals.
2. Projects with a date created in some months did better than others. There were more projects started in the first half than the second half and the success/fail ratio and the percent of successes was improved in the first half. Also, the month of December was particularly bad with more failures than successes. February through May by contrast had about 1.7X to 1.9X successes to failures (before and after removing the shortened year of 2017).

1. Subcategories within categories vary greatly and offer insights. For example, in the parent category of technology there are many successes and failures. Within technology, hardware was very successful while wearables and web were very much not.

* **What are some limitations of this dataset?**

1. The most recent date created was 3/15/2017, so a little old.
2. It may be useful to have more data fields such as:
   1. Who are the leaders, how many projects had each previously started and what were the outcomes?
   2. Was paid advertising used and if so, how much was spent? Similarly, how much money was raised from non-kickstarter sources?
   3. The field “staff pick” is not defined. A result of TRUE for staff pick yielded 486 success and 66 fails. (As a side note, “spotlight” is not helpful, all were successful.)

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

1. Rather than look only at the month created, look also at year created. We can see that the percent of kickstarted projects becoming successful increased from 2009 to 2012, leveled in 2013 and then became less. (2017 a shortened dataset.)
2. For month created, also show charts by percent, show trend of how many projects in total, show trends in the ratio of success to fail.