Kickstart My Chart Report Responses

1. One conclusion that can be drawn from these Kickstarter campaigns is that there’s low interest in donating to campaigns centered on print media (journalism and publishing). Aside from the anomaly of the nonfiction sub-category being one hundred percent successful in its projects, the rest like journalism and publishing in particular, were nowhere as successful in achieving their goal. Another conclusion that can be drawn in that the summer season is the most popular period of the year to launch a campaign, and the month of May has the highest percentage of success with 61% of its total projects reaching their fundraising goals.
2. There is one critical limitation in this data set in that there isn’t a column that gives greater context for why the campaigns were a success, failure, or cancellation. While the “blurb” column gives a hook to the title, funding for Kickstarter projects rely heavily on marketing campaigns executed outside of the site, and those ultimately dictate both the amount of people and money that will be donated. From my point-of-view, I’m left to question multiple fields. For example, what or how many marketing channels were used for promotion? How many campaigns were launched? What form(s) of media did they use to capture the interest of potential backers? Who was their target audience? Those are just a few of many that could help explain both how and why each project was given their “state”.
3. One other graph that could be created with this data is a stacked bar graph comparing the states of all projects in the sub-categories of a specific parent category. For example, the parent category, “technology”, can have its corresponding sub-categories put in the x-axis and their states in the y-axis. A conclusion will be drawn that hardware has the greatest success amongst the sub-categories, and that projects in video games carried the highest rate of failure. Another table that could be created is a row chart of the categories and sub-categories and then taking the average value of the average donations their projects received. For example, someone looking to launch a project in the film & video category, will take notice that the television sub-category receives the highest average donations per backer involved. Thus, they will be more inclined to create a television project, rather than one in another sub-category like animation, because the data implies it has the best chance at high donations.