Weston Eckloff

Data Analytics Bootcamp

Homework 1

March 22nd, 2020

Kickstart My Chart

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

* Based strictly on the dataset presented, it appears a campaign had a higher chance to succeed than fail or get canceled. 2,185 out of the 4,064 (53.76%) completed campaigns listed reached their funding goals.
* A project in the performing arts (film & video, music or theater), was more likely to succeed than any of the other categories.
* Projects had a better chance of succeeding in the six months of the year instead of the last six months.

1. What are some limitations of this dataset?

* There are only 4,114 projects shown in the dataset. As of March 22, 2020, there have been over 480,000 projects launched through Kickstarter. This covers less than 10% of all the projects and does not provide a picture for the total population of projects.
* These projects are covered only through an eight-year range of May 2009 to May 2017. It does not cover any Kickstarter projects launched within the last three years.
* This dataset omitted the following parent categories that are also listed on Kickstarter:
  + Art,
  + Comics,
  + Crafts,
  + Dance,
  + Design, and
  + Fashion
* The dataset also omitted the country of origin for backers. This could have determined regional versus global popularity of a Kickstarter project.

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

* Another possible chart is a pie chart displaying the “state” percentages of the projects that were labeled as “Staff Picks” and those that were not. If a project was labeled a Staff Pick, there was a much greater chance of it succeeding its funding goal. (Perhaps we can use the numbers to determine correlation or other matters later.)
* Another chart is a bar chart visualizing the performance of campaigns across different countries.

Bonus Statistical Analysis

* In my opinion, the mean and median do summarize the data to one very concise point. Projects that succeed, are likely to have substantial number of backers, whereas those that fail appear to have barely any backers.
* When it comes to the number of backers for a project, there is more variability in successful campaigns than unsuccessful ones. I believe this can involve necessity and popularity. A successful campaign can be something as small as one to four people backing a simple $30 goal; or, it can go viral receive considerable recognition and receive support from over 20,000 people, hence the wider variance. Conversely, campaigns that fail may have many backers but could not reach a steep funding goal. However, it is more likely that campaigns that fail have little to no support at all. 1,475 out of the 1,530 failed campaigns (96.40%) listed had less than 100 backers, hence the lower variance.