Unit 1 Homework – KickStart My Chart (Questions)

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?

From the data, we can see the projects in the film & video, music and theater are getting more successes than projects in the other categories. Meanwhile, classical music, documentary, hardware, metal, nonfiction, pop, radio & podcasts, shorts, tabletop games and television are the ones with 100% successful rate. On the other hand, food is a less successful category, majority due to an underperform food trucks sub-category.

From the pivot table that we filtered based on parent category and years, we can also see some interesting trend in there. It appears that there are more successes in the first 6 months overall, and more failed and canceled projects towards the second half of the years combined.

Music category has the highest chance of success, while food has the least.

1. What are some of the limitations of this dataset?

Sometimes it’s hard to determine if a category is really doing great based on the percentages. It’s because some categories have a good amount of sub-categories, which would benefit the sample size, but some only have limited amount. For example, theater has a good sample size to be analyzed for representable conclusion. However in the journalism category, its sample size is almost 50 times less than theater, hence the conclusion out of that dataset might be less convincing.

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

I think we could’ve also created a table and graph to showcase percent funded for different categories. By doing that, we would be able to analyze if the funders/ backers have preferences towards some particular categories or sub-categories. In other words, we would want to know what are the projects that are getting over 200% funding and which ones are just able to hit the 100% mark, while all of them are being considered as successful.