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Kickstart My Chart – Week 1 Homework

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   1. The category that has the most number of Kickstarter campaigns is Theater, with the sub-category of Plays making up the majority of that category.
   2. In reviewing the line chart of successful, failed, and canceled Kickstarter campaigns by month, it seems that there is a high point of successful campaigns around the May-June timeframe, with the number of successful campaigns tapering off through the remainder of the summer and dipping below the number of failed campaigns in December. The lower number of successful campaigns being kicked off in December could be related to people having less disposable income to contribute to a campaign in December. It could also be related to other separate factors.
   3. When looking at the data relative to the success or failure of the campaign based on the goal amount, the success rate of campaigns raising less than $1000 has an over 70% success rate. As the fundraising amount goes up, the success rate declines. For campaigns with goals over $50,000, the success rate drops to under 20%.
2. What are some limitations of this dataset?

Some limitations of this data set are as follows:

* The amounts listed for different countries are in different currencies. It would be more accurate to have the data translated into the same currency so that the data is uniform.
* The data set could provide some additional insights if demographic data were acquired on both the person launching the Kickstarter campaign as well as on the donors to each campaign when they make their pledges. Some examples of additional data that could be useful are: age, gender, zip code, average income, etc.
* Some other additional data points that would be useful in predicting the success of the Kickstarter campaign would be to have indicators of marketing efforts made through different marketing channels (i.e. facebook, twitter, television ads, Instagram, paper flyers, newspaper ads, fundraising events held, etc.)

1. What are some other possible tables/graphs that we could create?
   1. An additional graph that could be created could look at the average length of time of the campaign and the percentage of successful campaigns at each interval (i.e. is a shorter campaign more likely to be successful?).
   2. We could also set up an exhibit with only the successful campaigns and break down the average donation by category to see if there are specific categories of campaigns that draw larger donations than others.