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Assignment-01 – Kickstart My Chart

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   1. Based on the data, we can see that the most popular categories of projects started are focused around Theater, Music, and Technology. The least popular categories of projects are focused around Journalism, Food, and a tie between Games and Photography.
   2. There are a higher number of successful projects than both failed projects and canceled projects.
   3. The amount of successful projects is higher in the first half of all years while the amount of failed projects is lower. Inversely, the amount of successful projects decreases towards the end of all years whereas the amount of failed projects increases.
2. What are some of the limitations of this dataset?
   1. The dataset does not indicate what the dollar amount of the most popular pledge selection was. This would be helpful in comparing the average donation against what the most popular pledge option was.
   2. The dataset does not indicate how fast the goal was reached for each project. This would be helpful to show how fast each project reached its goal while showing the rate of donations.
3. What are some other possible tables/graphs that we could create?
   1. We can make a table and chart of the data trending the state of projects by year rather than month. This shows that the amount of total projects increased significantly in 2014, going from 274 total projects to 976 total projects.
   2. We can make a table and chart that shows the average of funding the failed projects reached by category through each year. By trending this, we can see by how much percent each category failed to reach it goal, on average per year. This data shows that on average the failed projects in each category failed to achieve at least 30% of the set goal.
   3. Alternatively we can trend how successful each category was in funding, on average, through each year. By doing this, we can see that 2017 was a very successful year for funding for the games category. 2016 shows similar success for the music category. Also, 2014 shows a successful year for the music category. These 3 categories present outliers so once we filter out these 3 categories, we can change the scale to show how the other categories performed.