Kickstart My Chart Homework:

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

Based on the information gained from the analysis of the raw data, we can see that the most successful categories are film & video, music, and theater as all of them have over 50% success rate for their Kickstarters. However for the Kickstarter to be successful you must also consider the subcategory it would fall under. As some subcategories under “successful” categories are still failing. For example jazz under music has an 100% failure rate when calculated from the pivot chart.

1. What are some limitations of this dataset?

Some limitations to the dataset are that the data is older, seeing some going back as far as 2010 which was 11 years ago now. The data could be completely different in this time especially based on trends that may not have been popular then being popular now.

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

Spotlighted Kickstarters vs Non spotlighted Kickstarters on the basis of goals met, or pledged amounts. Essentially did the spotlighted one make more than the non-spotlighted Kickstarters. The same can be said for “Staff Picks” however those are bias in nature as they are chosen based on the staff’s preferences than based on the need for said item or service in the market.