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

(1) One conclusion according to the data is that Kickstarter projects in general are more likely to be successful than fail or be canceled. By observing the data, on average the percentage of successful campaigns is about 54%, while the percentage of failed campaigns is about 38% and the percentage of canceled campaigns is about 9%. However, this also shows that there is a minor difference of successful campaigns with failed campaigns under by about 16%. Specific categories and sub-categories must be observed to draw more accurate conclusions. By looking at the data based on each category, the most successful campaigns are in film & video, music, and theatre. The least successful campaigns are in food, games, and publishing. In film & video campaigns, documentaries are 100% successful and are the most popular at 180 campaigns. In music campaigns, rock music is 100% successful and is the most popular at 160 campaigns. In theatre campaigns, plays are the most popular at 1066 campaigns.

(2) Another conclusion is that in the category of technology, there is about a similar percentage that the campaigns would either succeed, fail, or get canceled. The percentage of successful campaigns in technology is about 35%, percentage in failed campaigns is about 36%, and percentage in canceled campaigns is about 30%. Most of its results of successful campaigns draws results from its sub-category of hardware at 140 campaigns. It has a higher percentage of canceled campaigns compared to other categories. This shows that there are certain categories that are more likely to succeed than others.

(3) The last conclusion is that by May until September, there is a significant decline of successful campaigns. Then, by December, successful and failed campaigns intersect on the line graph located in the “Years” tab which compares outcomes of successful, failed, and canceled campaigns by month. This indicates that there is a higher trend of failed campaigns in December than successful campaigns.

1. What are some limitations of this dataset?

Limitations of this dataset is that the sample size is not large enough across all categories and sub-categories. In order to properly analyze the significance of each category and sub-category, more data needs to be collected. For example, there is a significantly large amount of data collected on the sub-category of plays at 1066 campaigns, but it is lacking in other categories, with many around the range of 20-100 campaigns. This shows that there is a lack of diversity in the collection of data for Kickstarter campaigns. Other data sources should be investigated in order analyze each sub-category and category thoroughly.

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

One possible table and/or graph that could be created should analyze the data of date created conversion and date ended conversion to see if there is a significance in the duration of campaigns such as comparing short term vs. long term campaigns when factoring successful campaigns vs. failed and canceled campaigns. Another table and/or graph that could be created should analyze Kickstarter campaigns according to each state. This may show if specific categories are more likely to succeed in certain states, or if there is a likelihood of more successful campaigns in certain states. In addition to the previous point, we can tie these two tables and/or graphs to conclude long term categories specific to each state that are the most successful and most likely should be supported.