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Unit 1 Homework

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

The most popular parent category of all past Kickstarter campaigns is in theater by a large margin--followed by music, technology, film/video. These categories, except technology, are the only types to have over half of campaigns end in success. All others range around 20-45% success rate, at first glance.

Of all the subcategories, plays are by far the most popular campaign and explains why theater is the most popular parent category. It has significantly more successes than any other subcategory, but also has more failures than the others. The subcategories with the next most discrete successes are rock and documentary. The subcategories wearables, web, and food trucks have the most instances of failed & canceled campaigns.

When looking at the seasonality trend, the aggregate data shows most successful campaigns started in May. The successes drop off over the course of the year while failed and canceled campaigns remain somewhat steady. Although not depicted in the graph, the monthly total of campaigns seems steady all year as well. This may indicate donation activity does indeed follow seasonal high/lows.

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

Some of the limitations include data points that may not be relevant to the scope of this study. For example, some campaigns only have a goal of 1 or 2 dollars which skews number of successes. Others are farfetched or possibly intended for humor and destined to fail or cancel. Sorting by largest goal shows a slice of some of the half-baked ideas that someone believes is worth millions.

Many factors exist outside measurability such as effort each campaign put into marketing, expected outcome value, or the feasibility of completing project as promised. Data is also not standardized as it lumps together all projects worldwide and can never really be standardized without considering from where the donations are originating and number of unique visits to the webpage. Too many factors play a role into whether a project succeeds that we could never possibly study.

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

Other possible tables would use percentage of success within each category to compare against each other. It would also help to clean the data to remove any irrelevant entries. Grouping campaigns within ranges would help show which dollar amount goals are most successful and how to price accordingly for each category/sub. This would require a conversion formula into the preferred currency. We could also look further into the number of individual donations.