Unit 1 Assignment – Kickstart My Chart

# Question 1: What are the three conclusions we can make about Kickstarter campaigns given the provided data?

1. Over half (53%) of total campaigns are for performing arts (theater, film/video, music), and 2/3rds (64%) of the performing arts campaigns were successfully funded. While music had the second largest number of the performing arts campaigns to theater, music was clearly the most successful (77%), as well as in Kickstarter overall.
2. Plays comprised the largest number of campaigns in the theater category and Kickstarter overall. The As the two largest contributors of all countries overall, the United and Great Britain were specifically the two largest contributors for plays with nearly 92% submissions and a combined 62% success rate. While Luxemburg and Singapore had 100% success rates, they only submitted 2 and 1 total campaigns, respectively.
3. Kickstarted grew aggressively from 2009 through 2014, peaked in 2015, and slowed in 2016. Generally, Kickstarter successful campaigns exceeded failed, but had an inflection point in December. When reviewing the multiple years’ data, the most successful campaigns were created in the early part of the annual cycle and then trended downward; 2014 was an exception, during which both successful and failed campaigns peaked mid-year.

# Question 2: What are some of the limitations of this dataset?

It is difficult to utilize the first two columns for evaluation, since they are composed of text narrative, which is not broken into discrete elements that can be evaluated with the other data. While the narrative provides useful context, organizing elements of it into selected fields would allow Kickstarter to evaluate more qualitative differences in the characteristics of campaign titles or subject descriptions against outcomes.

While Kickstarter measured campaigns as successful or failed based on meeting or exceeding pledge goals, the data does not include the progress or outcome of the actual campaign initiative, whether quantitative (e.g., financial, revenues, profitability) or qualitative (e.g., critical success, popularity). For someone who pledged, it would be helpful to understand if the pledges had a positive outcome, and overall, it would help be useful to know the quantitative or qualitative outcomes for the overall initiative by categories and sub-categories. Since Kickstarter campaign growth has stabilized, this additional information may help further grow campaigns and the associated pledge support as well as identify which campaigns have best outcome potential.

# Question 3: What are some other possible tables/graphs that we could cover?

With the data provided:

* Compare staff picks against pledge goal achievement as well as category and sub-category preference.
* Evaluate the duration from when campaign was created and ended across countries, categories and sub-categories to identify a correlation between duration and pledge goal achievement.
* Since we calculated average donation based on number of backers and total pledged, we could evaluate the associated trends.
* While this could not be done in excel, perhaps apply AI to evaluate words in the titles and blurbs to correlate with the pledge goal achievement.