Unit 1 | Assignment – Kickstart My Chart

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

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The Parent Category by Outcome (on the Parent Category Pivot worksheet), seems to indicate that the most successful Kickstarter projects have been classified (a guesstimate on my part, by visually comparing the size of the count of successful to the rest of the projects in that Parent Category) as the following: Theater, Music, Film & Video and Technology. One of the most interesting items is the most successful Sub Category is labelled plays. This followed by the Sub Category, Rock. The next after that is Classical Music. Historical, successful projects seem to peak in the first, second and fourth quarters. Fails seem to pick at the end of the fourth quarter and the beginning of the first quarter and another peak at the beginning of the third quarter and again early in the fourth quarter. I do not think that the observations regarding when a project starts are significant when it comes to predicting success, or for that matter failure (unless Christmas or other major gift giving time make an impact).

# What are some of the limitations of this dataset?

What is the definition of a successful project? It seems that it should probably include more the raising at least as much as the project’s goal. What about the backers that have given to receive a reward, The backers in those situations, probably add the receiving of their donation reward. Another area of missing data involves gathering data about donators: where did they hear about the projects that they contributed to. According to the Kickstarter site, there seem to be many suggestions that are made to potential to new projects to improve their success. It would be interesting to see if following the guidelines seem to make an impact or not. This would probably require a subject measure of which guidelines each project followed.

# What are some other possible tables/graphs that we could create?

One of the charts that I will do later, is to determine the percentages of the Parent Category to verify the guesstimate in the first question above. Do some charts that might shed some light on some of characteristics of donators. Parent Category could be analyzed to see if the number of donators can be use predict success. Also, we could do some analysis of the impact of whether being a staff pick makes a positive (or negative) on successful projects.