Unit 1 Homework: Kickstart My Chart

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1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. The majority of Kickstarter campaigns are based in the United States (3,038 projects), followed by Great Britain (604 projects).
   2. There are more theater projects than any other category in this sample data set, and they have a good success rate (60%) in comparison to the other projects. Music campaigns are the most successful, with an overall success rate of 77%. Of the nine music sub-categories, five have a 100% success rate.
   3. Campaigns that begin in the first six months of the year are more likely to be successful than those initiated in the latter half.
2. What are some limitations of this dataset?
   1. This is an unknown subset of Kickstarter projects. As mentioned in the introduction, there have been over 300,000 campaigns; however, this dataset contains only 4,000. Based on the information provided, there is no way to tell if this is a representative sample and therefore if the conclusions of this analysis reflect Kickstarter projects as a whole.
3. What are some other possible tables and/or graphs that we could create?
   1. I would analyze the percentages of success, failure, and cancellation based on the various categories and sub-categories using both tables and graphs.
   2. I would consider the average time that campaigns are live to see if there are any correlations between length of campaign and success.
   3. I would create a graph based on staff pick and state to determine if there appears to be any relationship.