Unit 1 | Assignment – KickStart My Chart

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Questions:

*1. What are three conclusions we can make about Kickstarter campaigns given the provided data.*

-- The largest category of funded Kickstarter campaigns tended to be in the ‘theater’ category and more specifically in the ‘plays’ sub-category. Many of these campaigns were also quite successful. A distant second place category was ‘music’ and specifically in the ‘rock’ sub-category.

-- Most of the ‘canceled’ campaigns tended to be in the ‘technology’ category and more specifically in the ‘web’ sub-category (and to a smaller degree, in ‘wearables’).

-- The trend of ‘successful’ Kickstarter campaigns tends to decrease in later months of the year. This was an overall trend across years 2009-2017 and more specifically in years 2012 and 2015.

*2. What are some of the limitations of this dataset?*

-- We have incomplete pledge information where at least 10% of the campaigns show a zero or blank number for the pledge amount.

-- Pledges are tracked in differing currencies making it difficult to see what the true value of all pledging is compared across the various countries. Currency conversions change over time so having consistent conversion rates make it trickier to evaluate.

-- It would be beneficial to see a field where we knew who conducted the campaign. If several of the same parties conducted multiple campaigns, we could see what their success, failure, and cancellation rates were with regards to the campaigns. This could help investors target specific projects to fund or avoid funding by knowing who was asking for the funding.

*3. What are some other possible tables/graphs that we could create?*

-- We could create a graph to what the percentage and aggregate funding levels across the categories and sub-categories. This would show us overall demand for those breakdowns.

-- Across the different campaign states, show what the is the average funding level per backer. It may allow us insight into knowing what the ideal level of contribution is required by people to make a project ‘successful.’

-- Our third chart we produced shows seasonal effects for the different states in which ‘successful’ projects decreased toward the end of each year. This should be shown additionally as an annual time series so we can see if there are changes year-by-year as well. The state of funding for campaigns and their success/failure rates can be affected by overall economic conditions over the years.