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November 14, 2020

Richmond University Data Visualization

Week 1: Excel: Kickstart My Chart

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

* Music Projects had the highest success rate for Kickstarter campaigns, with 76% of projects funded, followed by theater projects with a 60% success rate, and film & video projects with a 58% success rate.
* The lowest success rate were projects within the Journalism category with 0% success rate, followed by projects within the Food category at 19%, and a tie for third between Publishing and Technology campaigns with a 35% success rate.
* About half (53%) of all Kickstarter campaigns were successful.
* Out of the Film & Video category, Documentary, Shorts, and Television had the highest success rate at nearly 100% of projects funded. Drama and Animation projects had the highest failure rate with nearly 0% of all projects funded. And lastly, Film & Video projects within the Science Fiction category had nearly all campaigns cancelled.

1. What are some limitations of this dataset?

* One limitation of this dataset is of the range of information given about the dataset. Where are these 4,000 projects chosen from? How were they selected? Knowing this would enable contextualization of other possible limitations based on knowledge for range of data given to show limitations on information bias.

Example: Within this dataset, 12 of the projects are from 2009, 56 from 2010, 160 from 2011, 272 from 2013, 903 from 2014. With this information, it is perhaps suggested that the number of projects selected from each year is possibly chosen in accordance with a corresponding percentage year to year as the platform is utilized, hence the corresponding ascending values year to year. However, once we get to 2015, the number of projects selected from the year begins to drop which doesn’t correspond with Kickstarter creator utilization rate.

* Also, project success rate year to year could carry an indeterminate success rate for causes dependent on consumer trust. Knowing that Kickstarter began in 2009, it could perhaps be suggested that as the company grew, backers entrusted in the platform correspondingly year to year, which could possibly factor into projects success rate determinate of sample selected from a given year.
* Another possibility for indeterminate value or assumption from data would be to take into account the use of data statistics Kickstarter began publishing in 2012. With this knowledge, creators could have possibly utilized the conclusions of the data to increase possibility of success in project funding, which could skew data assumptions that don’t factor this into account.

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

* Another possible table we could create is time between projects launched and ending, within a range of days, and success rate. A chart could be created for these displaying projects campaign times 0-20 days, 20-40 days, and 40-60 days with coordinating success/ failure rate.

Example: Campaigns launched and ending within a 20-day period were more successful that those with a 40 to 60-day campaign deadline.

(Also, to be broken down by category and sub-category)

Example: Campaigns within the Film & Television category with 20-day deadlines were less successful than those with 40-60-day deadlines.

* Another option would be to create a table or chart that displays the successfully funded projects and the projects target goal for funding and broken down by category and sub-category.

Example: Film projects whose target goal for funding were between $1000 and $9,999 had a higher success rate than those asking for $10,000 - $19,999.

* Those charts could also be combined to show, perhaps in a graph, those Film Projects whose funding campaign goal were <$10,000 with 20-day deadlines were less successful than those Film projects whose funding campaign goal were <$10,000 with 40-day deadlines.