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KickStart My Chart – Conclusions

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

Three conclusions we can draw about Kickstarter campaigns include:

* Most campaigns related to food production (falling under the ‘food’ category or the ‘food trucks’ and ‘restaurants’ subcategories) are unsuccessful and fail to receive adequate funding for their projects.
* The number of cancelled campaigns remains relatively consistent throughout the year, with only slight fluctuations between July and November.
* Campaigns related to theatre (either the ‘theater’ category or ‘plays’ subcategory) are by far the most frequently-occurring projects seeking funding through Kickstarter.

1. **What are some limitations of this dataset?**

* This dataset does not list the age range for any individual campaign leaders. This would be useful to understand which age group is most frequently seeking funding, and which ones might require more promotion/targeted ads.
* On a similar note, this database does not contain any general demographic information. Having this knowledge is great for understanding who is most frequently seeking funding through Kickstarter, and who tends to avoid or engage less with the platform. Further investigating where the disparities are would allow us to question in what ways Kickstarter is inaccessible, and shift towards a more inclusive site.

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

* Two clustered bar graphs illustrating the average donation given per category, as well as per sub-category.
* A scatter plot outlining the relationship between the number of backers and the total amount pledged to a campaign.