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HW#1

UTAPRIL Bootcamp

Questions:

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
2. What are some of the limitations of this dataset?
3. What are some other possible tables/graphs that we could create?

From the stacked pivot chart showing the number of Kickstarter programs per category, it seems clear that music, film and theater programs are the most successful when compared to their totals. Conversely, the food, games and technology Kickstarters are the most challenging to make successful. Using the country filter, it appears also that the outcomes of United States programs are consistent with the rest of the world. When considering the sub-categories it looks like we can conclude that the food trucks, animation and video game Kickstarters fail most frequently. It also appears that there’s a significant drop in successful programs in the month of December.

Some of the limitations to understanding these Kickstarter programs could be in the lack of reference to who and how these programs are developed online before they go live ie. Advertising and experience. Some individuals may have more experience with starting successful programs and may be responsible for multiple successful or unsuccessful attempts.

Some other possible tables and graphs could consist of a comparison of spotlighted programs vs. non-spotlighted and see if there is a significant difference in success rate as well as the percent to goal. Another good comparison might be to show how success rates change between years instead of by months.