Data Visualization and Analytics

Unit 1 | Assignment – Kickstart My Chart

David Kingsley

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

Music, theater, and film & video projects were more likely to be successful. Food projects were least likely to be successful. Some combinations of category and sub-category were always successful or always failed, despite a significant amount of data.

Projects started later in the year were less likely to be successful, possibly due to competition from holiday shopping. Projects started in the Spring were more likely to be successful.

Projects with smaller goals are more likely to be successful, due to needing less money than more ambitious projects.

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

The data does not account for stretch goals past the initial goal.

It may not be a representative sample of the entire Kickstarter dataset. More data, as long as it is a random sample, may be more accurate.

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

Comparison of overall outcome between countries

The bonus problem should be broken down by currency to account for the difference in exchange rates.

A more detailed chart that shows combinations of category and sub-category

A chart that compares years to see whether Kickstarter campaigns are becoming more successful in recent years as opposed to early years

A chart comparing average donation to outcome in order to see whether projects are more successful with more smaller donations as opposed to fewer larger donations