StarterBook Written Responses

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

Given the data, and I am surprised by this, a majority of Kickstarter campaigns are for theater, plays comprising over 75-percent of the campaigns in that category. Given the data provided, we can also conclude that the greatest amount of campaigns are started and based in the United States, which makes sense as the company is based there. Finally, one more conclusion that we can make is in regard to the success rate of campaigns in all countries. Interestingly enough, close to half of all Kickstarter campaigns are successful, while the other half either fail or are eventually canceled.

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

One limitation that we have in this dataset is that we do not account for other factors that may have affected the outcome of a campaign, specifically the ones that failed or were canceled. We can judge their performance monetarily, but we do not have insight into the competency of the people that created and ran the campaign, nor do we know whether or not the campaigns were canceled or failed due to non-monetary factors. Another limitation is that the data does not include all Kickstarter campaigns, and therefore could be less reflective of the actual results.

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

Another graph that might have been useful would be a stacked column graph that groups together campaigns by their monetary goal for donations, and then shows how many in that group were successful, failed, canceled, or live. Furthermore, we could have created a clustered column chart that compared the performance of each category in their corresponding country of origin, although that would have to be quite a large chart.