Kickstart My Chart Report

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1. Looking at this data, one could draw multiple conclusions. One such conclusion is that many Kickstarters were made in the theater industry, far more than most other categories. Another conclusion is that there are almost as many successful campaigns as those that were either canceled or failed. A Kickstarter is not guaranteed to succeed. Third, the number of Kickstart campaigns created each year skyrocketed in 2014, peaked in 2015 and was on the decline afterwards.
2. In this data set, there are certain limitations. For instance, we are only looking at Kickstarter campaigns in only a few countries. There is potentially data in the countries not included that could create a fuller picture. Second, the data was only collected within the years 2009-2017. Things may have changed dramatically in the last few years.
3. There are some additional graphs that could be made from this data. One would be a box and whiskers graph of the average donations to get a sense of good donation amounts to fund a new Kickstarter. We could also create a pivot chart where we could compare Kickstarters in different countries to visually compare how well certain categories of Kickstarters did in one country vs. another.

Statistical Analysis

1. When it comes to summarizing data, the median will show a more accurate picture of the data being analyzed. It’s very easy for an average to be affected by an abnormally high or low data point. The median will show
2. There is more variability with the successful campaigns than with the campaigns that failed. This makes sense because each campaign needs a different amount of money to reach their goal. Since the goals themselves are so varied in their amounts, that variance reflects when it comes to looking at the successful group as a whole.