KickStart My Chart

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8/25/18

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

We can make the following conclusions about KickStarter campaigns:

1. Across all countries, the “theater” category has the highest number of KickStarter campaigns initialized, while the “music” category has the highest percentage of successful campaigns.
2. Technology-related campaigns have the highest chance of being successfully funded if they fall under the “hardware” subcategory.
3. There is no significant correlation between the campaign start month and the chance of success, both overall and within each parent category.

# What are some of the limitations of this dataset?

The dataset does not include information about who started the campaign – whether they are an individual, a group, a grassroots organization, or an established business. It also does not include social media information, such as associated hashtags, shares, and likes. This information would allow us to compare the chance of campaign success based on the material and virtual reach of the project initializers.

Additionally, the use of only Kickstarter data would not give a full picture of trends related to crowdfunding projects. A more comprehensive dataset that includes information from Go Fund Me, Indiegogo, Patreon, and other popular crowdfunding platforms may reveal different insights.

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

We could display the values in the existing tables & graphs and percentages of the totals, to standardize the rates of success between categories with lower count of projects and those with higher counts.

We could also use the launch and deadline dates to discover how long a project was open for donation. There may be a correlation between the length of the fundraising effort and the amount pledged. We could visualize these two variables (# months project was active & amount pledged) on a scatter plot.

We could use a stacked column chart to plot how many projects were a “Staff Pick” by “state.” We could enable filters based on parent category to see the impact “Staff Pick” has on the success rate of various types of projects.