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NUCHI201811DATA2

KickStart My Chart

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?
4. Conclusion 1: Kickstarter projects within the theatre category far outnumber those in the other categories. In particular, the plays sub-category is easily the most popular type of Kickstarter project. Conclusion 2: The higher the goal of the project, the higher the likelihood of the project failing or being cancelled. Likewise, the lower the goal, the higher the likelihood of the project succeeding. Conclusion 3: Success/fail rate varies with category. For example, the food, games, photography, and publishing categories have a higher fail rate compared to music and theater.
5. One limitation of the data set is that it excludes certain kinds of relevant data. For example, demographics of the backers as well as marketing strength are factors which could likely influence the success of the project. Another limitation is that some of the sub-categories and even larger categories do not have a large enough “n” value to draw meaningful conclusions. Another limitation is that the comparison of categories provides little insight for those wanting to start a project with a specific category in mind already, which is likely the majority of those starting projects.
6. We can add another category to the “state” column: hit. For those wanting to know the traits and qualities of successful projects, it may be worth separating those projects which far exceeded the original goals from those which were only marginally successful. We can use the same graphs with more specificity. We can also graph success rate of projects rather than the absolute number of projects which would measure success more precisely instead of popularity. The data set also provides other kinds of interesting categories we can graph against, such as currency, time between launch and deadline, spotlight, etc.