Unit 1 Assignment – KickStart My Chart

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   1. The majority of Kickstarters are created to finance entertainment projects, and the majority of those are plays. Plays succeed about 66% of the time (excluding those that are still live), which is slightly higher than the 62% for the all of the entertainment categories combined (film & video, games, music, theater).
   2. Most of the projects in the sample took place during the years 2014, 2015 and 2016. From 2009 to 2013, the most projects that took place in a given year was 282 in 2012, with 2013 not far behind with 274. In 2014, the number of projects exploded to reach a total of 976, over three times as many as the previous year and greater than the total combined projects from each previous year. This number increased to 1,225 in 2015 and fell back to 950 in 2016. This was the most recent full year available, as the most recent completed project ended on 3/15/17.
   3. Based on the main parent categories, Kickstarter projects are more likely to fail than to succeed. This is confirmed by the chart in the bonus section, which shows that, as the funding goal increases, the rate of success decreases while the rates of failure and cancelation increase. The only categories with more successful than failed/canceled projects are film & video, music and theater. Projects in these categories are successful 58%, 77%, and 60% of the time. The least successful is food, with only a 17% success rate. Games, publishing and technology are also rarely successful, with rates between 33% and 36%. All journalism projects were canceled, but the sample only includes 24 total projects.
2. What are some limitations of this dataset?
   1. The dataset is heavily skewed toward projects in the theater category. There is a total of 1,393 projects in the category, which is 34% of the total dataset. That is also nearly twice as many projects as the next greatest category, music, which has 700 total projects.

The data also only shows whether a project exceeded or fell short of its funding goal, but not by how much. The conditional formatting fills in the same color if a project exceeded it’s goal by 200% or 2000%. The charts also only account for whether a project was funded or not. With more information about how close a project came to its goal before failing or canceling, or the extent to which it exceeded its goal, we could draw better conclusions about not just which projects are successful, but also which ones are *most* successful.

1. What are some other possible tables/graphs that we could create?
   1. We could create a pie chart. I had to use formulas with cell references to get the success rates and frequency rates from question 1, but a pie chart would better visualize these percentage. For the stacked column chart, we could use a 100% stacked column chart instead. Since the data is heavily skewed towards one category (theater), the chart would look cleaner if every column was the same height.