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

Looking at the state of projects per month, May – June is the most successful time to launch a Kickstarter. By contrast, December is the least successful time to launch a project. Theater projects make up the highest count of Kickstarter projects at 1393, almost double the next category of music at 700. Music projects have a good history of reaching their funding goals, reaching success state on 540 projects compared to 120 failed projects. Journalism Kickstarter projects have a poor success rate, having cancelled all 24 attempts. Video games projects also have a poor success rate, having failed on all 100 Kickstarter campaigns.

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

The most obvious limitation of the dataset I found was the general nature of the subcategories. The more specific we could make the categories, the better we would be able to understand the data. For example, there were 1066 projects labeled as “plays” in the “theater” category, of which 353 failed and 694 were considered successful. Being able to better categorize these 1066 projects by additional sub-categories such as genre, for example, would help us better understand what types of plays have the best chance of reaching their goals. Another limitation is only categorizing location by country. With the dataset, we can compare projects between the United States and France, but we cannot compare projects between New York and California, or New York City and Los Angeles. More specific location data would allow us to better understand the data as a whole.

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

We could look at the relationship between projects that were labeled “Staff Pick” compared to project state and see if projects that were given that label had more successful projects. We could also do the same comparison with the “Backer count” column and the “spotlight” column to see if there were any trends with the project state. One graph we could create would be a pie chart of all projects by country, to give an idea of how many projects are launched in the United States compared to other countries.