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Kickstart My Chart – Week 1 Homework

1. The first conclusion we can make about the Kickstarter campaigns is that based on the category, music had the highest percentage of successful campaigns in comparison to the other categories. With 540 successful campaigns out of 700, its success rate is at 77%. In addition, within its sub-categories, Rock had the highest number of successful campaigns.

The second conclusion we can make based on the data is that the number of campaigns decreases slowly from the beginning of the year to the end of the year. With this result, the number of successful campaigns, failed campaigns, and canceled campaigns all decline as well and then pick up again at the beginning of the year.

The third conclusion we can make is that the percentage of success for a campaign slowly declines as the goal amount rises. In addition, the percentage of canceled campaigns increases as the goal amount increases. There is a correlation between these two variables.

1. There are a few limitations I can think of based on the data. Data collected in this study is solely from campaigns within Kickstarter. Although music has the highest percentage of successful campaigns within Kickstarter, there may be the possibility that within another company similar to Kickstarter, Theater has the highest. Each company differs on the number of campaigns in each category. In addition, there may have been factors during a specific timeframe that inhibited certain companies to fail meeting their goal. Whether it is an economic issue, or natural disaster, there are many influencers that can affect whether a campaign succeeds or fails.
2. Other tables/graphs we could create would be the campaign outcome based on country or even the relationship between number of backers and campaign outcome. Pie charts would be useful for some of the data with percentages and scatter plots would be beneficial for when we are showing two related variables.