Unit 1 Homework: Kickstart My Chart

Problem Statement:

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

* Kickstarter campaigns are popular for projects associated with the entertainment industry. Campaigns associated with “Plays” have the highest number of campaigns than all other sub-categories. (e.g. Top 3 categories are theater, music, and film & video)
* Comparing the total of successful campaigns to the overall number of campaigns shows that Kickstarter campaigns have roughly a 50% success rate. There were more failed campaigns than successful campaigns at the end of the year.
* The number of successful campaigns shows a slight decline as the year progresses. Number of canceled campaigns was roughly steady throughout the year. Numbers of the successful, failed, and cancelled campaigns all peak towards the middle of the year.

1. What are some limitations of this dataset?

* The dataset claims that campaigns are successful if they’re fully funded but that isn’t always the case. Campaigns can still fail even with full funding.
* We also can’t tell the reason behind the peak in the middle of the years for the numbers of all three states.
* The data doesn’t have information on the creators of the campaigns.

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

* We could create a graph showing the success, failure, and cancellation rate of each category and sub-category.
* We could create a column showing the amount of profit or loss of each campaign. Then create a table to show which categories were most/least profitable. (Alternative: make a bar graph showing the percent funded of each category)
* Create a bar graph showing number of backers per category.
* Create a table showing the duration of each campaign in each category.
* Create a table showing number of projects in each country.