Jason Chong

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Kickstart My Chart

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

Kickstarter is very popular program for entertainment and the arts. The bar chart below grouped by categories shows high counts of campaigns in theater, music, film and video:

While crowd funding is very popular, it’s about a 50/50 chance of being successful. Of the 4,114 campaigns analyzed only 53% of them appear to have been successful.

If you’re in the food truck or animation market, look elsewhere. All food truck (100 campaigns) and animation (100) projects failed to be successful in this data set.

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

The data set contains currency from multiple markets which does not allow someone to analyze this without cleaning and converting the data. Additional project information, such as incentives for donors would be helpful to analyze why some campaigns are more successful than others.

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

A pie chart of state could have quickly visualized what the success rate is for kickstarter campaigns

A regression analysis could be completed based on some of the other variables such as spotlight, staff picks, category to see if there’s any correlation to a successful project.