Jacob Bellagio

UT Data Viz

Homework #1

Report

1. Given the provided data what are three conclusion we can draw about Kickstarter campaigns?
   1. One conclusion that we can come to is that the category of the Kickstarter campaign heavily influences its likelihood for success. For example, categories such as music, theater, or film & video are much more likely to be successful than games, photography or publishing. When looking at the percentage of successful Kickstarter campaigns compared to the failed campaigns in these categories there is a large discrepancy.
   2. A second conclusion that can be drawn from the data is that the date of creation of the Kickstarter campaigns could have an impact on whether it succeeds or fails. When analyzing the data, you can see that in the first half of the year more campaigns are successful than the second half of the year. This trend is very visible in the line graph that I created. After May there is a significant steady decline in the amount of campaigns that are successful. This trend continues and reaches a low at December.
   3. The final conclusion that we can draw is that the Kickstarter campaign’s sub-category has a large influence as well. This is apparent. When analyzing the data, you can see that sub-categories such as, animation, drama, food trucks, or mobile games have either all failed or been cancelled. When on the other end of the spectrum sub-categories, such as documentary, hardware, or rock have all been successful, without even one failure.
2. What are some limitations of this dataset?
   1. Some limitations of this dataset are not knowing the people behind each Kickstarter campaign and how many times they have previously completed a campaign. This data could be important due to the fact that those who have had multiple successful campaigns could skew the data. Another limitation is that you do not know the rewards that each campaign is offering in exchange for pledges. This is important because some rewards can be more enticing than others, and therefore would draw in more pledges.
3. What are some other possible tables and/or graphs that we could create?
   1. Another table that we could create would be a stacked column pivot chart where we compare the average donation to the state of the Kickstarter campaign. This table could provide insight on the average donation that a campaign could need in order to end up being successful. Another table that we could make could be a stacked column pivot chart where we analyze the affect that being a staff pick has on the state of a campaign. This would allow us to see the impact that being a staff pick has on a campaign’s likelihood to succeed or fail.