UNC-C Data Analytics Boot Camp

# Kickstart My Chart

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   * The most successful Kickstarter categories were Theater, Music and Film & Video. Journalism and Food seemed to be the most unsuccessful. (I’m surprised about food! People love to eat.)
   * Within those categories, the most successful subcategories were Theater: Plays, Music: Rock and Indie Rock and Film & Video: Documentary. Documentaries and Rock Music kickstarter projects were completely successful, with no failures or cancellations.
   * It appears that the first half of the year sees a higher number of successes and a lower number of failed projects – an especially lower number of failed projects between January and April. Between November and December, success numbers take a serious nose-dive. Don’t try to compete with Christmas toys, I guess?
2. What are some limitations of this dataset?
   * We don’t know why projects were canceled.
   * We also don’t know why projects succeeded or failed. There are many factors for success or failure. We only have a few of the factors, like money raised and date. We don’t have any of those pieces of more qualitative data, like target audience, leadership qualities, venue, etc.
   * Who are these kickstarted campaigns targeting? That would be a factor – something like target demographics and demographics of the area you are in. For example, if you’re trying to target college-age students in a retirement community, you’re going to fail.
3. What are some other possible tables and/or graphs that we could create?
   * I would like to see a stat that compares successes to failures – like percent of success rate. Some categories have a high success rate, but also a rather high failure rate, while others have a high success rate with a low failure rate. Those factors seem relevant.
   * Also some demographic data – like city, suburb, rural, population stats, etc. Are these projects in the U.S.? Worldwide?