Unit 1 Homework: Kickstart My Chart, Report

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

When looking generally at campaigns by category, no one category stands out as significantly more successful than others. Music has experienced the highest percentage of success but not by a large amount. Theatre stands out as the category that has created the most Kickstart campaigns by far. However, this has not guaranteed success. Journalism stands out as having all its campaigns cancelled, but the number of campaigns initiated in this category in so small that it is hard to draw significant conclusions from this. The general category is not a strong indicator of the outcome of a Kickstarter campaign.

Sub-categories indicate much clearer trends though drawing on significantly smaller amounts of data in each sub-category. The most successful sub-categories are: classic music, documentary, electronic music, hardware, metal, non-fiction, pop, radio and podcasts, shorts, small batch, table games, and television. The most likely to fail are: amination, children’s books, drama, faith, fiction, food trucks, gadgets, jazz mobile games, nature, people, places, restaurants, translations, and video games. And the most cancelled sub-categories are: art books, audio, sci fi, and world music.

One of the more useful analyses of this data is to look at the breakdown of each parent category into its sub-categories which shows very clear and specific trends within each category.

When looking at countries individually, the typical data set is so small that it is hard to draw meaningful conclusions and results vary widely from country to county. Countries with larger data sets closely resemble general trends by category.

Throughout the year, the most activity on Kickstart occurs in spring and summer months. Success and failure follow roughly similar trajectories and tend to be followed shortly thereafter ( ~ one month later) with increases in cancellations.

1. What are some limitations of this dataset?

Though we have data about the type of fundraising for each Kickstarter campaign, we do not have information about what methods of fundraising were used and how extensively. For example, it would be helpful to know what online platforms were used to reach out to potential donors, how many users were contacted, how many hits this generated, and what percentage of those contacted made donations. It could also be informative to know how much capital each campaign had already amassed before launching its Kickstarter campaign as this could influence the confidence of potential donors.

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

We could compare the average donation amounts to likelihood of success or failure using a similar bar graph. In this way, we could also compare the monetary goal to likelihood of success or failure. Since data sets for many individual countries are so small, it might be more informative to group countries into regions and look at regional trends that may share similarities and can provide a larger set of data.