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Data Visualization Cohort 6

Assignment 1

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

The majority of Kickstarter campaigns are funded at 100 percent or more, and the majority of campaigns are successful. All successful campaigns are funded at 100 percent or more, but there are a handful of campaigns that are fully funded but either were cancelled or are currently live.

Overall, the most popular category for Kickstarter campaigns is the theater category. Within the theatre category, the most popular sub-category is plays. The second most popular is the music category followed by the technology category. The least popular category is journalism.

The majority of Kickstarter campaigns are started in the summer months (July, May, and June), for all the years combined. 2015 had the most Kickstarter campaigns, out of the years included in the dataset. The US had the most campaigns for the countries in the dataset.

**What are some limitations of this dataset?**

First, a limitation is that there is no codebook for the data. Without definitions or descriptions of each of the variables and the codes used for each variable, I cannot fully analyze the data. Data are not solitary and in order to provide accurate conclusions, you must know the full background of the dataset.

Second, a limitation is that the goal and pledged amounts are not reported in a consistent currency. When comparing campaigns, it is important to filter on currency, so the conclusions drawn can be more meaningful. Another way to address this limitation would be to convert all the currencies to one; but there may be issues with this because currency conversions rates are fluid.

Third, a limitation is that the data is probably not generalizable. Because the dataset is used to find the key to success for campaigns, you should be cautious about generalizing the conclusions to all Kickstarter campaigns.

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

Some other analysis to look at could be

* The length of the campaign (i.e., the number of days, months, or years) by the status.
* The average donation by category and sub-category.
* The likelihood of success based on the goal amount, number of backers, staff pick, and/or spotlight.