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Kickstart My Chart

Analyzing the data that had been provided by the different start up allowed for me make some conclusions. From Kickstarter I was able to see that the data was various and broad leaving little to know extra info about more into each category itself. Also, if you have a Kickstarter campaign dealing with the arts you are more likely to succeed compared to categories that included the written word such as journalism or publishing. Last we are given little to no information on who the targeted audiences are.

The information provided left out several factors that could be used for further data gathering. The first piece of information that could’ve been delved further into was who took part in these pledge drives? Who pledged funds to their respective category or who were the targeted audiences are just some of the questions that could be asked. Another vital factor that could be looked at was how was each audience marketed to? Was it word of mouth, social media, or through traditional print media? One last piece of information that could be looked at to infer more information was who were setting up and running these donation drives were they students, adults, who?

Lastly a few possible tables and/or graphs that could be created would be the pie graph. The pie graph could help to structure the data better in terms of comparing the state of each category than to a stack graph. Another table that could be created as well would be a bubble chart. The size of the different bubbles would also allow to express the data a little clearer.