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1. What are three conclusions we can make about Kickstarter campaigns given the provided data?

One of my conclusions is that certain kickstarter campaigns are more successful than others. This can be related to certain economic and social changes that we encounter. For example people are more willing to spend extra money on events that will make them feel like they have value, like theater plays, music concerts and film and video events. Through this data we can also establish that this type of events are more successful during Summer time. This could be related to students being on summer break and parents and adults taking some time off work. My last conclusion is that the category events that where successful did not differentiate much between countries.

1. What are some of the limitations of this dataset?

Some of the limitations that we encounter with the data is that it’s not very clear who are the main target groups that the fundraising events are reaching out. For example, is the event designed to entertain adults, teen or kids? We also don’t have the exact number of days for which each event lasted. Some might have lasted a week other might have lasted a couple hours. Another limitation I found is that the success fail outcomes vary drastically between states and we don’t have a specific explanation on these variations. Another big limitation is that the donations amounts also differ greatly making data of number of pledges vary. Another limitation is that we have a great number of campaigns that where canceled and this affect our data by making it less accurate do to the fact we don’t have the actual numbers of what would have been the actual outcome.

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

I believe we would be able to create more tables and charts on if the Staff picked the event or not. We could also create another one where we could get the average goal kickstarter amount / event category. This could show us which events are more successful to reach certain goal amounts.