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Homework #1 Questions

KickStart My Chart

1. One of the things I inferred about the data set is that the campaigns had a higher chance of failing or being cancelled the higher their pledge goal was. The trendline for successful campaigns started out with a high percentage of campaigns achieving success then gradually declined as the campaign goal value rose while simultaneously, the trendlines for failed and cancelled campaigns rose in percentage the higher the goal value for the campaign.

Another conclusion reached from the data set was that in terms of category, the likelihood of success versus failure or cancellation was dependent on country. With the “Technology” category as an example, when looking at the data for all countries, one would infer the rate of success was low given the success count of 209, failure count of 213, and cancellation count of 178, which the chart presents. However, when looking at the same chart for just Germany, the “Technology” category seems to have more success as the success count is 9, failure count is 6, and cancellation count is 1.

Finally, based on the data, it seems that the month a campaign was started is mildly relevant to the outcome of the campaign. The span of February to May suggests a higher success rate and lower failure rate when compared to the latter months of the year.

1. While there is quite a bit of data included to base conclusions on, it would be helpful to also know how much publicity each campaign had. The data does include whether the campaign was a staff pick and whether it made it into the spotlight on the website, but it does not account for how much advertising the campaign creators did on social media, blogs, etc. Similarly, the number of page views each campaign received would also be a helpful piece of information to determine its visibility.
2. The other graphs that would be helpful would be outcome based on whether the campaign was a staff pick and outcome based on whether the campaign made it to the website’s spotlight. It’s similar to my answer for question two where the visibility of a campaign may affect it’s success.