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Unit 1 Homework: Kickstart My Chart

1. A. The first conclusion that can be made about Kickstarter campaigns is that there are generally far fewer “live” or “canceled” campaigns than “successful” or “failed” campaigns across all categories regardless of country.

B. The second conclusion that can be drawn is that the category with the most Kickstarter campaigns regardless of state per this 4,000 sample size is “plays”.

C. A final conclusion that can be gathered is that there are four sub-categories within the sample size whose campaigns have all been successful: 1) art books, 2) audio, 3) science fiction and 4) world music.

1. One of the limitations of this data set is that the 4,000 of the 300,000 yearly Kickstarter campaigns may not be a large enough sample size for any statistical conclusions to represent the whole with any real significance. Another limitation is that because this data set illustrates a snapshot in time for Kickstarter campaigns—between the years 2011 and 2017—the conclusions drawn may not be representative of more contemporary campaigns.
2. Another possible table that could be created would be a regression analysis to determine whether there are variables within the data set, i.e. time between launch date and deadline, that have a meaningful impact on the success or failure of the campaign. A scatter plot could also be used to show the correlation between two variables within the given data set, for instance whether the size of the goal had a positive or negative correlation to its success or failure.