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Unit 1: Assignment - KickStart My Chart

Three conclusions that we can draw from the given data set it is that the most successful campaigns on average are those in the musicKickStarters with a 77% *success* rate specifically rock music with a 100% *success* rate and to contrast that game KickStarters are the most failed campaigns with a 70% *failure* rate specifically video games with a 100% *failure* rate but journalism KickStarters although there aren’t many have a 100% *cancellation* rate. Within the given data set, we can see that the most successful KickStarter campaign was the “THE 'mi8' RISES | The Best Wireless Duo Stereo Sound System” in the technology/hardware campaigns in terms of percent funded which was 2260300% but in terms of how much was pledged and how many backers pledged the “3Doodler: The World's First 3D Printing Pen” campaign was the most successful also in technology/hardware in which 26,457 backers pledged $2,344,134.67. The third conclusion we can draw is that the “The Time Jumper (Canceled)” campaign whose goal was the highest within the given data set being $100,000,000 was *cancelled* and didn’t have a single pledge but the highest goal whose campaign *failed* was the “Project: eXelcius - Next Generation Movie” campaign with a $10,000,000 goal again, not a single pledge; both campaigns were in the film & video parent category one in science fiction and the other in animation.

Some of the limitations we face looking at this datasheet is that we can’t definitively say which category/sub-category is the most successful, failed or cancelled because we only have a small set of data in comparison to how many KickStarter’s there have been and how many are constantly being created however it does give us a small sample and an idea of the trends that could be there. This data set although it allows us to see the success rates and see the trends, we cannot see the reasons that people pledged, how many times each campaign was shared, the popularity of each campaign, who they were created by and how much advertising went into each campaign. All of those factors—human or not—can dramatically affect each campaign so this data sheet has some limitations some of which could be implied but implications aren’t statistical data and cannot be turned into a trend.

Some other tables and graphs that could be created could be comparing how much money is pledged by country and see which country invests more in KickStarter campaigns—although a limitation could be that we cannot be certain that only people within the country pledged—or could also be interpreted as which country has more KickStarter pledges to avoid limitations. We could also compare the duration of time that the KickStarter was open and how successful the campaign was in terms of percent funded, how many people pledged or average donation. Average donation and categories/sub-categories could also be compared to see on average how much people decide to pledge in each category. There are many other tables or graphs that could be made and a lot of trends that could be discovered all of which could help people decide what kind of KickStarter campaign they would like to create and see how successful they could possibly be.