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GWARL201902DATA

Unit 1 | Assignment - KickStart My Chart

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   1. Plays are by far the most popular subcategory in regard to total number of campaigns as well as number of successful campaigns.
   2. Despite plays being the most popular subcategory in total number of campaigns, the most money was pledged to hardware. When filtering for only USD, hardware had garnered almost five times as much as plays while only having around one tenth the number of campaigns ($13.4M vs $2.4M, 140 campaigns vs 1066 campaigns).
   3. The vast majority of campaigns are in English-speaking countries, more specifically the US.
2. What are some of the limitations of this dataset?
   1. One limitation is that we do not have a clear understanding of the difference in states (successful, live, failed, canceled) and how they relate to the campaign. For example, at what point would it make sense to cancel a campaign versus letting it fail? Furthermore, the live state only shows up in the first quarter of 2017 – is that because the dataset is outdated and these campaigns haven’t since been updated to successful, canceled, or failed, or is live a separate part of the process that is not a predecessor to one of those outcomes?
   2. Another limitation is knowing how these campaigns are marketed. My guess is that very few people go to KickStarter to look for ways to part with their money, and more likely they know someone who asked for a contribution. It would be interesting to see how many views/impressions each campaign had relative to the number of contributions and to the outcome of the campaign.
3. What are some other possible tables/graphs that we could create?
   1. Some of the other tables I used were looking at the total amounts contributed by subcategory, and outcomes by country. I think there is also opportunity to add a chart to look at the total contributions by month to see if there is a seasonality to the investments people are marking.