K. Held

KickStart My Chart

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

Conclusion #1:

The categories associated with the arts (Theater, Music, and Film & Video) were the most successful Crowd Funding Parent categories to use KickStart, with 78% of all successful fund-raising projects.

Conclusion #2:

Within the sub-categories, Theater, used KickStart pledge page significantly more than any other sub-category (10 times more than the average of other categories) and with a higher success rate.

In general other sub-categories in the Arts (Rock, Spaces, and Documentary) also used KickStart with a more that other sub-categories with higher success rate.

Conclusion #3:

The data indicates a time element as success factor. Certain months, specifically May and the months leading up to May, had the best successes and sharp drop in success after May.

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

There is no demographic data on the donors. Knowing the demographics might help to understand why the certain groups were more successful or failed, e.g., the Arts Parent-Category.

The dataset does not show any relationships between the projects.

There is not an explanation of some the dataset. For example, I don’t know what Staff Pick or Spotlight datasets mean.

County dataset

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

Tables that filter on how long (Deadline and Launched\_At) the KickStart page was open versus success/failure could show if there is a time element to success and failure.

A table that compares County out versus Outcome and/or Goal/Pledge versus Categories would show if different countries were more generous or more generous to specific Categories than others.