Homework 1: Kickstart My Chart

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Create a report in Microsoft Word and answer the following questions.

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. From the data analyzed from Kickstarter, a few noticeable trends stood out. When looking at the first pivot table, you can see that campaigns related to the arts tend to do better than other industries (‘theater’, ‘photography’, ‘film & video’). These are the only 3 categories that have more than a 50% success rate, where as things like ‘technology’, ‘food’, and ‘publishing’ usually fail or get canceled.
   2. While the results in the first chart might discourage people from launching fundraisers for technology, pivot table 2 and the bar chart of sub-categories gives more insight as to how one could still succeed in funding this industry. For example, among technology projects, which appear to only succeed a third of the time, hardware funding campaigns are successful 100% of the time, while web projects are never successfully funded. A similar trend is seen in music, where rock Kickstarters are 100% funded, and faith and jazz music seem to suffer failure or cancellation every time. Clearly, the sub-categories within each category can have very different outcomes.
   3. Lastly, looking at the seasonal distributions, it appears that Kickstarters are most successful early in the year, and do the worst late in the year. Specifically, more campaigns are successfully launched in May than any other month. This may occur because it is right after tax returns, or perhaps people save money toward the holiday season.
2. What are some limitations of this dataset?

There are a couple limitations to this dataset. When assessing what projects get funded more, it is not enough to know the average donation per backer. It would be helpful to know if there are ‘mega-donors’ obscured into the dataset, what time of year the largest donations were made, etc. Additionally, some of the Kickstarters show that they are well over 100% funded. While we do have a campaign ‘start’ and ‘end’ date, it would be interesting to also document the date each campaign hit 100% and to compare length of time needed to get 100% funded.

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

One thing that makes these projects difficult to compare is the amount of money they require. For example, it is much easier for a campaign asking for $100 to reach its goal than a project asking for $10,000. It would be useful to plot a scatter plot with % funding on the x-axis and goal on the y-axis. That would give a better idea whether ventures such as music and technology were truly ‘unsuccessful’, or whether they tend to have unrealistic goals.