Kickstart My Chart

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Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

Three conclusions that can be drawn from the data are:

1. Plays are the most popular kind of kickstarter project, with over half succeeding.
2. Rock music is the largest category with a 100% success rate.
3. Over half of all kickstarters have been successful.

What are some limitations of this dataset?

One major limitation of the data is that it only measures if a kickstarter project was funded. This is not the same as a kickstarter project being successful because it does not measure if the creator delivered on the promises of their campaign.

Another limitation of the dataset is that it only has data on projects started before March 15, 2017 (inclusively). More insight could be gained if the data was from a live source.

Finally, the data does not measure a creator’s effort. For a campaign to be successful, a creator should advertise their campaign through whatever means they can afford, including free ones such as Reddit, Facebook, and other media. The creator must also keep backers informed so as to let potential investors know that the project is being actively worked on. Some possible metrics for creator effort that could easily be obtained are amount of time spent on kickstarter.com and number of updates posted.

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

A good table/graph to include would be “Project Status by Year” instead of the “Project Status by Months” we created in the final sheet. Another interesting visualization that could be produced is a pie charts with the overall success/failure of projects, and another pie chart with just the projects that were featured in the site’s spotlight. There are countless ways the data can be categorized, visualized, and interpreted.