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Interpreting this data for definite trends that are relevant and helpful is difficult based on the data provided and graphics created in this exercise. Sure, simple conclusions such as, “more have been successful than have failed.” can be made by looking at the line graph on sheet 4, but I don’t think that’s very helpful. One thing that I notice by looking at the data on sheet three is that there are several categories that have never failed. This is useful since it could affect your decision to try to get crowdfunded or not. Similarly, looking at this data could affect how you express your talents. For example, a recording engineer will have a higher chance at success for producing a piece of recorded music than for writing a book on modern recording techniques. (The bar graph on page 2 clearly shows that music has a higher success rate than publishing.

One of the main limitations of this dataset is that it is just data, while better knowledge can probably be gained from information that is not usually gathered or expressed as data. What I mean is that there is probably a large number of proposals that were not really serious about getting a successful outcome. Also, there may be data that is just simply impossible to gather but could theoretically gathered if there was a survey taken while submitting your kickstarter project. For example, resources used to create the proposal.

A very useful table that I think would be valuable is to show the comparison of percentage successful, failed, and canceled with the full range of time on the x-axis. (for the most part, 2009 – 2017) If I had more time I would do it since I suspect it would show a declining number or percentage of successful ventures. Also, I would like to show when a failed proposal would become successful if they continue to receive pledges at the same rate.