Kickstart My Chart

Q1. What are three conclusions we can draw about Kickstarter campaigns?

* The category of Theater is kind of risky, it has the highest number of successful projects compared with the others, but it also has the highest number of failed projects in comparison with the rest. Therefore, we may come up with a conclusion that the theater category is more popular than the others among the global consumers, in terms of the parent category.
* The trend of campaign state during the year is dramatic. Based on the pivot table and pivot chart line graph, it can be concluded that the failure rate of the projects tends to be higher during the summer season (between June and September).
* From the graph that shows the trend of canceled, failed, and successful campaigns during the year, it can be concluded that the successful rate of the campaigns or projects does not necessary goes up and down along with the failure rate of the projects in the opposite direction.

Q2. What are some limitations of the dataset?

* There are more than 300,000 projects launched, but only 4,000 of them were being analyzed, which is not even one third of the population. Hence, the sample size may not be representative enough to draw any conclusions.
* The dataset provided begins with the projects from 2009, which is right after the 2008 financial crisis. Without taking into account the economic condition, it is difficult to say if the successful rate of the campaigns has something to do with the financial stability of the country.
* Even though the dataset gives the columns of “country” and “currency”, there may be some confusions in terms of the currency exchange. In other words, it is not certain to say if the columns of “goal” and “pledged” have been standardized into the same currency or not.

Q3. What are some other possible tables and/or graphs that we could create?

* Perhaps we could create a scatter plot for showing the correlation between the number of outcomes (canceled, failed, or successful) and time. Meanwhile, a bar graph also could be created, since these statistics are independent.
* This maybe a little bit tedious, but we could have three histograms (successful, failed, and canceled) for showing the normal distribution of the campaign state along with the goal, which further shows which range of the goal has more successful campaigns.