1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
2. What are some limitations of this dataset?
3. What are some other possible tables and/or graphs that we could create?
4. One conclusion that can be drawn from this data is the highest amount of campaigns are under the “theater” category, followed by “music”. Another conclusion that can be taken from this data is that the most common sub-category of campaigns is “plays”, which makes sense given that the most frequent category is “theater”. A third conclusion that can be drawn from this data is that campaigns under the category of “technology” are cancelled more often than campaigns under other categories. Most of the campaigns are from the US.
5. The data seems to be from several different years, with the most recent campaigns from 2017. I’m also confused with the “state” of the campaigns, since the “live” campaigns seem to have an end date, so I’m not sure what qualifies them as “live”. As for the data itself, is this data a selection of campaigns from Kickstarter or is this data compiled of all the campaigns on Kickstarter? Can we draw our conclusions accurately for all campaigns based on this dataset?
6. Pie charts could be used to look at the data as percentages, such as the percentage of categories, in order to get a better visual for which campaign types have a higher rate of creation and/or success. Another calculation that could be done with the data is to subtract the end date from the start date to see how long campaigns were run and then create pivots and graphs with the length of time to compare the length of time to the success of a campaign.