Homework #1 – Kickstart My Chart

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   1. December is the least successful month to launch a kickstarter with a less than 50% success rate (43.87%).
   2. Music projects are the most successfully funded projects (79.41%) followed by theater (61.29%)
   3. Plays are by far the most popular type of project on Kickstarter with over 25% of all projects represented.
2. What are some of the limitations of this dataset?
   1. Dataset has incomplete category data – particularly for the early years.
   2. Doesn’t tell you when each project hit the goal. Could be interesting to see the curve for how quickly successful projects meet the goal.
   3. No data around social sharing or impressions.
   4. Is there a way to tell if there are multiple projects from the same organization? This would tell us how likely someone with 1 successful project is to have another successful project.
   5. Only country location is given and not city data. Is there difference success rates between people who live in cities vs those in rural areas?
3. What are some other possible tables/graphs that we could create?
   1. Graphs showing the success rate of staff picked projects vs non-staff picked projects.
   2. Stacked bar graph showing success rates of categories each month since the beginning of date without the data rolled up to the year.
   3. Scatter plot comparing goal to percent funded.