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Homework 1

Given the provided data, what are three conclusions we can draw about Kickstarter campaigns? Explain the reasoning behind your answers.

Looking at the provided data we can see that there have been more successful campaigns than failed campaigns. For reference we can look at the pivot table provided for parent category to see the total number of successful, failed, cancelled, and live. In comparison there were 2185 campaigns that were successful against the failed which had 1530. However, this hypothesis is incorrect if given more data to input into our chart, according to the information given when starting this analysis.

If we look at the launched date tab and filter by year, we can see that 2015 had the most submissions at 1225 with the successful and cancelled being roughly the same. This could be due to the influx of projects at this time causing certain campaigns to be hidden or pushed to the bottom of Kickstarter. By comparison many of the other years that had a lower submission count had a higher rate of successful campaigns. We could attribute this to the campaigns being easier to see and the campaigns having an equal rate of views.

For the last conclusion we can see by looking at our dataset that the campaigns that met or exceeded their goal they were successful. There was a very low number of campaigns that failed if they met their goal. When a campaign has funding, they are able to move forward with their projects and see them to success.

What are some limitations of this dataset?

This dataset is a very basic picture of the campaigns. We do not have information on things such as advertising spent, traffic to Kickstarter, etc. Without items such as these you cannot be positive the assessments one makes are factually correct. This information provided also does not tell us if any of the projects that failed were re-launched after modifications, editing, or anything else that could have possibly created a success later.

What are some other possible tables and/or graphs that we could create, and what additional value would they provide?

We could create a graph that compares the state of the campaigns to the total number of donors. This would help us see if there is a correlation between the values indicating that more donors not necessarily more money create a successful campaign. Does word of mouth create success or money?

We could also create a table that compares the projects that were in the spotlight to those that were not and whether this had any bearing on the campaigns being successful. We would be able to see if the algorithm choosing the featured projects creates a bias to those who were successful or not.