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Kickstart My Chart Questions

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

Conclusion 1: Based on the data, plays are the popular campaigns out of the subcategories. There were also a group of subcategories that was either 100% successful or 100% unsuccessful. So this would help backers with their decision to support certain projects based on their subcategory.

Conclusion 2: Based on the data, theater was the top category that had successful campaigns. It also had the most failed. However, there were more theater campaigns submitted compared to any other category so it makes sense of why it has a high value in both successful and unsuccessful.

Conclusion 3: Based on the data from May to September there was a decrease in successful campaigns and a slight increase of unsuccessful campaigns. From September through December there was no trend of success so we would need more information to see why that occurred.

1. What are some limitations of this dataset?

Some limitations I noticed in this dataset is that all of the monetary totals are in USD. Though the chart provides each country’s currency it was not specified to convert those monetaries to USD. This could have possibly had an affect on the data. Another limitation of this dataset are the parent categories and sub-categories. Based on one’s preference some sub-categories could fall under different parent categories. For example the sub-category: drama is currently falling under the parent category: film and media. However, drama could also fall under the parent category: theatre. Another limitation is that we are dealing with a small sample of information compared to the entire Kickstarter campaign database. So these numbers aren’t necessarily statistically significant which makes it difficult to come up with a strong conclusion.

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

A possible table or graph we could create could be the relationship between a country’s economic status at the time of the project’s created date to see if it had an effect on the project’s outcome of success or failure. Was a country in an economic recession or growth when the project launched? Did it affect the goal amount? I think this would be cool to create.