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Unit 1 Assignment – KickStart My Chart

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Kickstarter Campaigns

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
2. Pivot table one showed that theater projects had the largest success and the largest number of campaign initiated. More than half of the projects started in this category resulted in a failure. Although the music category had less campaigns started the number of successful campaigns was higher than the theater category
3. Within pivot table 2 you will see a spike in the sub category “plays”. This shows that within the overall category that this sub-category is the most successful.
4. Within pivot table 3 the data is showing that month over month there is very little difference in the success of any of the campaigns. This would include success and failures.
5. What are some of the limitations of this dataset?

This dataset included a random sample of information on a very small subset of data. Depending on the data sample the analysis may skew in a direction that the user was not expecting. Per the website, there are over 300,000 projects found in the Kickstarter data repository but the sample size was limited to 4,000 projects. Additionally, the geographic data was limited to a country code. Depending on the area of the country a campaign may perform differently. For example, film campaigns started in New York City or Los Angeles may perform better than one started for a film company in Buffalo.

1. What are some other possible tables/graphs that we could create?
2. Scatter plot
3. Pie Chart
4. Hierarchy Chart
5. Combination Chart