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Kickstarter Campaign Report

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns? The first thing we can conclude from this data is that just over half of the Kickstarter campaigns included in this dataset saw success. The category that had the highest number of campaigns launched was ‘theater’ followed by ‘music’ and then ‘technology.’ Finally, success would typically decline from July to September every year.
2. What are some limitations of this dataset? A major limitation of this dataset is that the number of campaigns that reported was inconsistent every year. Further, some outliers exist in the ‘state’ category due to setting low goals. Some campaigns may choose to set low goals for themselves to appear to be more successful than other campaigns that set high or realistic goals.
3. What are some other possible tables and/or graphs that we could create? It would be interesting to see if the amount of the average donations for each campaign had any effect on the success of each campaign.