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Answer to [GT Bootcamp] Homework 1: Kickstart My Cart

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

Based on the charts extracted from the original data, there is a greater number of ‘successful’ Kickstarter campaigns than failed or canceled ones. The graph named ‘Number of Kickstarters by Month’ in the worksheet ‘Outcomes Based on Launch Date’ shows that the line of the successful Kickstarters in counts is above the line of the failed or canceled Kickstarters in counts for all time. Thus, we can draw a conclusion that it is more likely to succeed by a Kickstarter campaign.

Another observation is that the industries associated with humans’ entertainment join the Kickstart projects the most, and they succeed the most on average. According to the ‘Category Stats’ worksheet, the three highest categories where have the most number of successful Kickstarter are theater, music, film & video. The products in these industries are relatively easier to gain fans who can also be the backers and purchased by those people. Among those, there were many successful ‘plays’, ‘documentary’, and ‘rock’ related Kickstarters according to ‘Sub-category stats’. These categories, however, also include many failed companies as well since there are so many companies that participated in the competition.

The last point of the conclusion is that a lot of projects that are maniac to certain targets tend to fail and a lot of projects based on popular sub-categories tend to succeed as well. By observing the failed number of Kickstarters, ‘children’s books’, or ‘animations’ Kickstarters, of which the main audience is children, are failed. On the contrary, popular culture like ‘pop music’, and ‘television had no failed projects.

2. What are some limitations of this dataset?

For better analysis and evaluation regarding Kickstarter, the column ‘state’ needs more clarification. What are the criteria for being ‘successful’ Kickstarters? Is it simply reaching a goal or maintaining the business in the longterm without failure? Since there are many questions that arose from the state of companies, it would be clearer if the metadata or data dictionary of this dataset were accessible.

For more accurate observation and analysis, I believe the normalization by the categories or subcategories would be helpful since there is a huge difference in terms of the projects’ number by categories.

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

I believe the table or graph about the relationship between the created and end date and the state of Kickstarters will allow us to analyze if most of the companies succeed in the longterm, or if most of the companies cancel their projects in the shortterm. Another potential table or graph is about the percent funded vs state of the companies. This will allow us to see if all successful companies were supported by many backers and the failed or canceled projects were not supported by enough backers.