Assignment 1 conclusion

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

Firstly, among all categories and play project have the highest amount of failed fundraising but this category of projects also has the highest amount of successful fundraising which significantly surpass number of failed fundraisings. Most of the play projects are found in US, Canada and Great Britain. Other category with most successful projects fundraising on Kickstarter including music, film and video, photography and technology.

Secondly, in Journalism and food category, there are significantly more failed Kickstarter fundraising cases than successful cases. There are no successful journalism Kickstarter cases so far as all projects failed to reach their fundraising goal on Kickstarter. Within the food category, failed Kickstarter fundraising cases significantly outnumber successful Cases.

Finally, there is general trend of a smaller number of successful fundraising on Kickstarter on later part of the year compare to the start of the year. And this trend is shown among all project’s category. Furthermore, there is also a significant increase of failed fund raising on Kickstarter since 2014

1. What are some limitations of this dataset?

There are several limits to the dataset. Firstly, this data is only restricted to the Kickstarter platform. Therefore, if other platforms such as patron allowed sufficient fund raised for the project, data available will fail to reflect this fact. Furthermore, this dataset also does not contain data about channels each project used to advertise themselves. Consequently, this dataset would not allow for the analysis of impact of advertisement channel on whether projects successfully

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

Other tables or graph I would create are pie chart and histograms. Pie Chart would allow use to see each category’s share of successful cancel or failed projects. Such chart would provide more information on what projects category seems to be most successful at fundraising and what project category is shown to be least successful in fundraising on Kickstarter. Pie Chart will also present this information in more easily understandable way.

Histogram would also be helpful as well. Histogram can effectively show range of goal of projects most successful at Kickstarter fundraising. And histogram format would also allow for really presentable and visible presentation of characteristic of projects able to reach their fund raising goals or surpass them by showing how ambitious these goals are. These can provide useful guidelines for future Kickstarter fundraising