Data Visualization Homework – Kickstart

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1. Three conclusions we can draw about kickstart campaigns:
   1. The category with the highest category of success is music with 540 of 700 successful (77%). The least successful category was food with 34 of 200 successful (17%)
   2. As the goal amount increases the probability of cancelation or failure increases. Another way to say this is as the goal amount increases the probability of success decreases.
   3. By far the most popular category and subcategory of Kickstarter campaigns is theatre/plays.
2. Each project only has data at a single level. For example, you do not know the individual pledge amounts (it can be inferred by dividing the backers by the total). Likewise, you do not know the timestamp for each donation. I would postulate that you could predict a campaigns success based on the rate of incoming donations before the pledge period ends.
3. You could create a table showing the relationship between outcome and whether or not a project was a “staff pick” or “spotlighted”. We could also show the relationship between the average donation and success or the relationships of where projects were started versus outcome or category of project by location. You could also calculate the length of time to reach goal versus the goal amount etc..