StarterBook Questions

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

One conclusion we can draw about the Kickstarter campaigns is that campaigns with lower funding goals tend to have a higher success rate of meeting their funding goal. Conversely, campaigns with higher funding goals are more likely to fail meeting their funding goal. Another conclusion we can draw is that music is the category with the highest success rate of all the campaign categories at 77%. The category with the lowest success rate is journalism at 0%. Finally, we can conclude that the launch date does not significantly affect a campaign’s chance of successfully meeting its funding goal. The month with the lowest success rate of campaigns meeting their funding goal was December at 44%. The month with the highest success rate was May at 61%. There is not a significant difference between the highest and lowest months’ success rate.

2. What are some limitations of this dataset?

One limitation of the dataset is that no data indicates how much effort or resources the companies put or invested in their Kickstarter campaigns. Another limitation of the dataset is it doesn’t take into account how a company’s reputation affects its chances of meeting its funding goal. Lastly, the dataset includes different currencies so it is slightly difficult to compare campaigns that are funded with different currencies. Luckily, each Kickstarter campaign is self-contained and we are mostly concerned if a campaign is successful, failed, canceled, or live.

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

One graph you can make is a bar chart depicting each category’s success rate. We can make another bar chart that shows the success rate of each month. We can also make a pie chart, which shows the number of successful campaigns each category has in relation to each other. We can also make a pivot table, which depicts the average donation of each category. Lastly, we can make a line chart that depicts the outcomes based on the number of backers.