KickStart My Chart Report

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1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   1. The journalism category was the least successful. From May 2009 to March 2017, all the projects within the journalism category were canceled.
   2. More than half of all the projects were successful. The category with the most successful projects is theater.
   3. Projects that had a goal of less than 1000 had a 71% success rate, the highest among all defined goal ranges.
2. What are some of the limitations of this dataset?
   1. It could be helpful to have a data dictionary for the following columns: country, currency, staff pick, and spotlight. It’s a limitation that one cannot understand the context of the column. There could be more details around the backers such as anonymity.
3. What are some other possible tables/graphs that we could create?
   1. We could look at the number of backers. We’ve already created the column “average donation.” We can leverage the “average donation” column to see which categories have the highest average donation. A potential hypothesis related to average donation is that a high average donation correlates to a successful project. Another hypothesis related to the number of backers is that there’s a correlation between the categories with the most successful projects and number of backers. These correlations can be shown via regression analysis.
   2. Staff pick and spotlight are interesting columns. They both have Boolean values. Even though there is not a data dictionary, one can reasonably assume that spotlight and staff pick are special recognitions that help promote projects. I was initially reminded of the Apple App Store. There are some apps that are considered “editor picks” which can be considered similar to “staff picks”; other apps are showcased in the “featured” section which can be considered similar to “spotlight.” It would be interesting to see the impact that being a staff pick or spotlight has on a project’s success. We can create a pie chart that showcases the breakdown of “successful” projects by whether or not they were spotlight, staff pick, spotlight and staff pick, and neither. This would take some manipulation of the data.
   3. Is there a relationship between the average length of time that projects are live by state/outcome? Could a longer project campaign mean a more successful project? We can count the amount of days between the launch date and the deadline of each project. We can use a stacked bar chart to visualize the range of days a project is live (y-axis) by the state of the project (x = axis). I would suggest the following buckets : less than a week, between 1 week and 1month, between 1 month and 6 months, and greater than 6 months.