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Unit 1 | Assignment – Kickstart My Chart

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Figure 1

Figure 2

Figure 3

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?

More Kickstarter campaigns are successes than failures.

The categories of Kickstarter campaigns with the most successes relative to failures are Music, Film & Video, and Theater.

From a seasonal perspective, Kickstarter campaigns launched in the Spring/Summer have higher rates of success than those launched in the Fall/Winter.

1. What are some limitations of this dataset?

The dataset excludes a lot of other factors that may determine success / failure such as demographic information of the participants. Locality is only reported on an international level. I would like to see it further defined and sorted based on states within the United States to illustrate some regional differences. Donor data isn’t really collected, just the number of donors.

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

Perhaps an angular display or a lexis diagram sorted by category and success/failure could be used to highlight cohort differences based on Kickstarter campaign length and date and illustrate Kickstarter’s popularity and success over a period of time.

Something similar to this:

