Unit 1 Assignment – KickStart My Chart

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

The projects in theater, music, and film/video are most successful. The analyses using sub-categories show that projects in plays, documentaries, rock, and classical music, and hardware are nearly 100% successful. And projects in games, photography, and technology have shown promise. While projects in areas such as journalism, food have little to no success and from comparing sub-categories it is clear that all restaurant, food truck projects have failed/canceled. Projects started between May – June are successful and followed by between October – November.

What are some of the limitations of this dataset?

The details provided in the category and sub-category for project information is sufficient for a high-level view. However, more information is needed to determine the reason for success/failures. For example, the photography is seen to have about 45% success and little over 50% failure. IN order to determine why certain photobooks failed more data is required.

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

The duration of the projects can be related to the status. The can also be data filtered by the country and then compared could provide insights into the preferences of the backers/people and likelihood of success.

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