

Wilson Mendez
Assignment 1

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

Based off the provided data for Kickstarter campaigns, it is clear to ascertain these three conclusions: The top three performing categories for Kickstarter campaigns are Theater, Music, and Film & Video. Stage Plays are the most successful sub category for Kickstarter campaigns, while also most failing sub category. According to a report counting all of the campaigns throughout the years, we can see that May is the most successful month for a Kickstarter campaign.

2. What are some of the limitations of this dataset?

While the dataset mentions the country the campaigns came from, there is no data that mention cities the campaign comes from. Visualizing which cities engage most with kickstarter campaigns may highlight certain successful campaigns and provide insight for better marketing to support campaigns. I also noticed that the dataset does not offer any background categorical information on the people donating to these campaigns in order to study how donators engage with kickstarters. Is family members, colleagues, friends or departments that invest most into kickstarter campaigns? Another piece of data that could offer differentiating insight is seeing the size of the beneficiary, whether the campaign is for an individual, a group or team, or a community. How has size played into the reach of these campaigns?

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

A pivot table we could create is would be defined by Pledges and Category to visualize which categories are invested in the most. A Line graph would demonstrate the range of investments per category.