Homework Assignment #1

Brian McCullough

Due Date: November 10, 2018

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

In this dataset, we can see that the categories that had the most success in obtaining their fundraising goals were music, film, and theater. Theater had the most pages by far, but had a success rate lower than these other categories.

Music had the best success rate of these and every category, with 82% of projects reaching their goal. Within music, Rock was the biggest number of projects, all of which achieved their goal, indicating rock is the most popular subcategory. Faith Music, Jazz, and World Music were very unsuccessful with none of any of those categories reaching their goal.

Hardware was another category with a 100% success rate, as was Tabletop games but with a smaller number of projects. Both of these subcategories had a high amount of projects greatly exceeding their goals, in many cases raising five or six times as much money as the goal. This indicates that these categories have a lot of support from donors relative to the number of projects.

Question 2: What are some of the limitations of this dataset?

This dataset gives a lot of information about the projects themselves and the money they raised, but there is almost nothing about the donors themselves. We know how many donors a project had and the average and total donations, but we don’t know the donors age range, income, or demographic information. It would also be useful to see when throughout the year different categories were launched. We don’t know how many donors donate multiple times to different projects.

Also, some of the subcategories could be broken down further. Under books, fiction and nonfiction are very large groupings that themselves have a number of smaller categories such as science fiction, fantasy, biographies, history, and more.

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

Other useful graphs we could make are looking at each category and subcategory for the percentage funded, the average goal for each category category and subcategory, and the average size of the donation. We could also make a chart for how many of each category and subcategory were launched in each month. This could indicate if some categories were seasonal. For example, if a lot of plays get launched at the same time, it could indicate that there is more competition at certain times of year that could reduce the chances of success by greater saturation of the willing donors to plays.