Barrett Ottenberg

Tuesday-Thursday Class

Homework #1

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

-Plays get an overwhelming amount of funding compared to the rest of the sub-categories.

-After the middle of the year, the avg monthly number of successful campaigns tends to decrease through the rest of the year.

-The Arts, in general, get the most funding (theater, film and music).

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

-No data on geographical area or demographics is available.

-Revenue or Sales generated after the project took is not present.

-Visibility of the campaign and/or dollars spent promoting it is not available.

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

-Scatterplot to show dollars or % of dollars raised versus the entire campaign goal.

-A whisker diagram

-One with a moving average over time.