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1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

First, theater, music, and film and video seem to be the three most popular categories of Kickstarter campaigns. For that reason, I would like to understand which category my project falls into and plan accordingly. Second, within sub-categories, plays seem to be the most popular for having Kickstarter campaigns by far. Third, July seems to have the highest number of successful campaigns, while August seems to have an elevated number of failed campaigns.

1. What are some limitations of this dataset?

This data set has some limitations that may keep conclusions from being broadly applicable. First, the data set is only about Kickstarter campaigns. This factor means that conclusions may only apply to certain types of campaigns that use Kickstarter, rather than all campaigns. Moreover, the data are limited to when Kickstarter has existed and may not be applicable to the distant past or future. The data also do not account for rewards promised to participants. These rewards may influence whether the campaign is successful and may also have an economic impact. Moreover, the data do not have any measure of the level of polish in the campaign. Well-polished campaigns may have a higher level of success regardless of category.

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

It is possible to show percent funded by category and sub-category. This data would highlight the relative level of success across project focus area. In addition, it would be helpful to show state as function of staff pick. This graph would show the value of receiving a staff pick. Moreover, it could be useful to graph average donation and percent funded. This data would show if larger donations signify whether a project is more likely to be funded. Moreover, it could shed light on whether the project has broad support or support from just a few large donors.

*Statistical Bonus*

The median appears to be more meaningful. There is a relatively large difference between the mean and median, suggesting that the data is skewed rightward. The large maximum for each dataset further supports this conclusion.

There appears to be more variability with successful campaigns since both the variance and standard deviation are larger. This makes sense given that successful campaigns may attract a few large donations and many small donations, whereas unsuccessful campaigns do not attract as many donations.