David Coy

Homework #1

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. People seem to be most generous towards funding in May and the worst as we get closer to the Holidays. This may be due to more people spending money on other things as opposed to money towards a product that they may not need for quite some time.
   2. Backing of Music has the highest success rate at 77% followed by theater at 60%. Additionally, journalism has an enormous cancelation percentage!
   3. In December the overall counts for all categories converges for successful and failed.
2. What are some limitations of this dataset?
   1. It may be possible that this dataset could be larger. I am unsure if we are missing a large amount of Kickstarter project or if perhaps, we are neglecting some more unusual categories etc.….
   2. There is not data on the “rate” of donations. Thus, all we have are a pledge amount, but we have no idea how long it actually took to raise the money.
   3. We do not really dig into the anything like what people giving a pledge would get back (cost of good). Could have a big impact on why anyone would pledge money for a future product
3. What are some other possible tables and/or graphs that we could create?
   1. It would be interesting to plot the success and failure for the subcategories as a function of time of the year. Perhaps there is a time of year people are more inventive.
   2. I wanted to plot a histogram in Mac but was unable to adjust the bin size (even thought it was a Excel 2016 feature) on the backer counts of successful and failed.
   3. It would also be interesting to see graphs done as a function of “Country”. There may be societal differences that make people pledge (Poor vs Rich country).