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

Answer:

1. Music and Theater accounted for 63% of the total successful kick starters.
2. While Theater had the most successful outcomes, this category also had the most failed outcomes. Accounting for 32% of the total failed outcomes.
3. Creations for Kickstarters usually increase at the end of the second quarter going into the third quarter.

1. What are some limitations of this dataset?
2. Not having data that shows the projects actually were accomplished successfully with the goals that were met or exceeded.
3. I would like to have seen return on investment data from the projects. To me that would have been a good indication of how well this crowdfunding service works without having to go through the private equity market.
4. Viewing the data of incentives for these projects would be helpful in understanding what draws backers to specific projects.
5. What are some other possible tables and/or graphs that we could create?
6. Create a graph on the comparison between sub-categories in the same parent categories to see which sub-category performed best in class.
7. Another graph would be to compare different countries on their success rate.
8. A table and graph can be created to show what is the sweet spot goal (dollar amount) that correlates with a project’s success.