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Homework 1

Mon/Wed – January

01/22/18

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   1. Kickstarter campaigns have an approximate 53% success rate.
   2. Kickstarter campaigns have an approximate 37% fail rate.
   3. The probability of a campaign getting cancelled is 8%.
2. What are some of the limitations of this dataset?

A limitation of the dataset is that the definition of some of the column titles may be unclear to an Analyst. This will hinder the Analysts’ ability to conduct a thorough analysis of the data. Another limitation is the original launched\_at and deadline date formats. The format is not a user-friendly format and without guidance on the contents of the cell, an Analyst may not be able to determine the actual date.

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

Tables/graphs can be created to display the campaigns and their state by country, to display the cost of each campaign by country, or to display the cost of each campaign by the date created or date ended.