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Data Science Bootcamp

Week #1 Homework

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

Type of project – Music (77.14%), Theatre (60.23%), and Film and Video have the highest success rates when compared to the other parent categories. If I was looking to use Kickstarter as a potential fundraising platform, I would use this data to determine the likelihood that my project will be funded.

Journalism (0%), food (17%), and publishing (33.76%) have the lowest rates of success. If I was a journalist looking to fund a project in my field, Kickstarter would not be the platform I would choose to use.

Time of Year

Correlation between goal and outcome

2. What are some limitations of this dataset?

Collected dollars versus pledged – While there was a certain number of dollars pledged, what was actually “collected?” Only using pledged amount data can impact the *actual* results of using the Kickstarter platform and its effectiveness.

No regression analysis was used in this analysis and it would be most helpful to determine the correlation between specific variables and their effect on the dependent and independent variables. If correlations are found to be insignificant (low p-values), it is recommended to remove them from the analysis.

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

* Compare the time between launch and completion dates to success rates (to determine if i.e. the longer the project is available/open, the more money it raises)
* Percent funded versus time of year – Are donors more willing to donate closer to the holidays? Spring time? Etc.
* Compare country of origin to amount pledged (are donors more likely to fund in different regions of the world?)