Homework Answers

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?

The largest single category of Kickstarter campaigns is theater.

More Kickstarter campaigns are successful than fail.

There is an inverse relationship between the size of a campaign and its success rate.

1. What are some of the limitations of this dataset?

The dataset only covers a limited amount of time which may not represent campaigns over different years

The dataset has approximately 4000 projects which may not be a large enough size to draw meaningful conclusions.

There aren’t any fields indicating why backers chose to support certain campaigns.

The data may be heavily tilted toward certain countries and as such less representative of campaigns in other countries/currencies.

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

We could create a table that showed percentage of funding achieved by category to get a different perspective

We could also create some tables that demonstrated averages across countries and then graph that data

We could also make a table that used the average donation by either category or subcategory and then charted it to demonstrate how much investors were willing to commit to a campaign.