HW1 Answers

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

* The most successful Category were: Theater, Music, and Film & Video.  
  The most failed Category were: Theater, Technology, and Film & Video
* The most successful Subcategory were: Play, Rock, and Documentary   
  The most failed Subcategory were: Play, Food Trucks, and Wearables.
* The most likely to succeed is projects with goals under $1,000  
  The most likely to fail is projects with goals over $50,000

1. What are some limitations of this dataset?

* There is some incomplete data
* We don’t have a clue as to how marketing worked. Did the ones that succeed have a certain audience reach? What did audience talk look like?
* How did the project starters communicate with backers? Were there updates, thank yous, or follow-ups?
* What website is this? And where is this website most trafficked?  
  -Supposing this website is only popular in the USA, then we could be led to selection bias.
* On some crowdfunding sites, you can add incentives (All access pass, extra behind the scenes, meet-n-greet with the cast). Did the successful projects have incentives?
* Who backed these projects? (Were most people who pledged: Millenials, Baby Boomers with $36,000 income, GenZers with $100,000 or more income, etc.?)

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

Some other useful graphs would be:

* Spolight on Success/Failed/Canceled. (Did being in the spotlight help or hurt the chances of product success?)
* Staff pick on Success/Failed/Canceled. (Did being the staff pick help or hurt the chances of product success?)
* Length of campaigns on success (Did having the project go on for 2 months vs 1 month help/hurt its state?)