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Homework Assignment 1

1. What are three conclusions we can make about Kickstart campaigns given the provided data?
   1. Film & video, music and theater have the largest success rate, all reaching over 50% fully funded, with music being number one at 77%
   2. Food was the least likely to be fully funded at 17%
   3. People are most interested in kickstarting technology campaigns. Coming in first for number of backers and total donations, technology leads these categories by a large margin.
   4. Theater backers have the largest donation per backer at $1,393.
2. What are some of the limitations of this dataset?
   1. We don’t know what defines the spotlight column.
   2. We know if the funding was successful, but not the performance of the idea.
   3. The columns for goal and pledged has a value, but they are in different currency so they don’t have a comparable value.
3. What are some other possible table/graphs that we could create?
   1. We could explore the relationship between successful outcomes and the percent funded? Are campaigns who receive additional money more likely to be successful?
   2. Average cost per backer by category. What category or sub-category of campaigns are people spending more money on as individuals?
   3. Is there a relationship between the length of time the kickstart runs and the fund percentage?
   4. Are the staff picks more or less successful?