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Data Analytics HW #1 – Starterbook

1. What three conclusions can we make about Kickstarter campaigns given the provided data
   1. Although kickstarters in the theater category had the most projects and thus the most successful, it is the projects in the music category that had the highest success rate at 77%.
   2. Interesting to see that the number of theater projects ran away with the most projects and that technology projects were almost split evenly between cancelled, failed and successful
   3. Projects launched in the “colder” months of Jan-Apr had a higher success rate and dropped off after May, until September. This could be contributed to the summer months as more people tend to be outside and/or on vacation limiting the time to peruse the kickstarter website.
2. What are some limitations of this dataset
   1. There are many limitations and data missing such as age and sex of the backers. This can give you an understanding of the demographics and lead to which projects get backed by which group of people.
3. What are some other possible tables/graphs that we could create?
   1. A table/graph that shows how long it took for the goal to be raised, which would show interest and its ability to go “viral”
   2. Graph showing where the music projects are being made. That way we can see which countries are producing the music that people enjoy.
   3. If there was data to show if there was a minimum pledge vs actual pledge that each backer donated.