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USC-boot-camp

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Homework#1

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

The graphs do not display the full picture. In the *category chart* tab, you can see that theater is the most successful according to the graph. However, when broken down by category we can see that theater is the least successful with a 35% successful outcome (calculated % formula: Total projects/Successful projects). The food category seems to be the most successful with a 70% successful outcome. Finally, it appears that the organization successful rate is dropping as the months continues.

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

Personally, some limitations I encounter were data knowledge and identifying the purpose of the goal. The data knowledge limitation I encounter is due to columns and rows are not easily understandable. The cell specification indicating what each column is and the true representation of the rows in the dataset. I understood the purpose of the project was to identify any hidden trends. Some of the questions I would ask to seek more information would be: Where did the data come from? How was the data validated? Do I need to validate it? What components should we utilize to properly assess the dataset? Having a thorough understanding of the project goals will facilitate the analysis of the data.

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

Some tables I would strongly recommend would be tables with percentages of the data in the graphs. A picture may not the full story.

Please see workbook attached for details:

