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**Homework Assignment 1**

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

More than half (53%) of all the Kickstarter campaigns successfully reached or surpassed their fund-raising goal.

Music had the greatest success rate (77%) out of all the categories.

The sub-category “Plays” had the most successful campaigns in terms of volume, with 694 successful campaigns.

Kickstarter campaigns launched in December are more likely to fail, compared to other months. Campaigns launched in December had a success rate of 44%. December was the only month in which the number of failed campaigns was greater than successful campaigns.

In general, Kickstarter campaigns launched in February, April and May will have the greatest chance of success. According to the data, 60% campaigns launched in the months of February, April and May were successful in meeting their goal.

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

In the dataset we analyzed the outcomes based on the category, sub-category, and the month the campaign began. We do not look at the amount of funding goal for the campaigns, nor the number of backers. The successful campaigns may have required less capital to reach their goal or had more backers.

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

Another item we can look at is the number of backers that contributed to the campaigns. This could be useful in determining the number of backers typically necessary for a successful campaign.

We can break up the outcomes based on the fundraising goal amounts. This will show if there is any relation between goal size and success rate.

\***BONUS Qs – Below OR in workbook within the “Outcome\_by\_Backers” tab\***

1. **Use your data to determine whether the mean or the median summarizes the data more meaningfully.**

The range for both successful and failed outcomes is rather large relative to this dataset. The dataset for both successful and failed campaigns contain outliers that will skew the data.

If we used the average here, the data would not be accurately represented due to the outliers. Therefore, the median will summarize the data more meaningfully.

2. **Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?**

There is more variability with the successful campaigns. This makes sense because we are looking at the backers count, and we would expect the successful campaigns to have a greater number of backers. However, this does not take how much the backer donated to the campaign. Therefore, it makes sense that the successful campaigns have greater variability in its backers because the campaign may reach its goal with a few large donations, while another may reach its goal with many small donations.