Stephanie Lin / Data Analytics (Tues/Thurs/Sat)

Homework Week 1: Kickstart My Chart

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. The three conclusions we can draw about Kickstarter campaigns are:
      1. Campaigns relating to entertainment (film & video, music, and theater) make up majority of the campaigns and are more likely to be successful.
      2. Backers are interesting in supporting projects which provide experiences, with plays being the most outstanding sub-category.
      3. Failure and cancellation rates of campaigns maintain relative steadiness throughout all months of the year. However, success rates of projects show clear dive in last quarter of the year with sharp dips in September and December.
2. What are some limitations of this dataset?
   1. This dataset presents no information on the costs or quantities of rewards offered. The number of choices backers were given may impact success rate of a campaign.
   2. The goals of the campaigns have extreme wide differences, from $1 to $100 million. Just looking at success rate may not be a fair indicator of true “public interest” a campaign can potentially have. The campaigns also ran for different lengths of time.
3. What are some other possible tables and/or graphs that we could create?
   1. Campaign Duration vs. Success Rate – Does running a lengthier campaign contribute to higher success rate?
   2. Campaign Goal ($) vs. Success Rate – In a all or nothing crowdfunding format, are smaller goals truly easier to attain?
   3. Sub-Category vs. Average Donation – How much backers are willing to spend for specific type of campaigns?