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Homework 1 Conclusions

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   * One obvious conclusion that is confirmed by this data is that the lower the initial goal for a Kickstarter campaign the greater the chance of success. This is understood by looking at the sheet titled “BONUS.”
   * In terms of category, music-related Kickstarter campaigns had the greatest success percentage. On the sheet titled “Category Stats,” I added a column called “Success Percentage” and you’ll see that Music had a success percentage of about 77%
   * It looks like January is the best month to launch a Kickstarter campaign, though a t-test would be needed to confirm whether the success percentage for the month of January being higher than the overall Success percentage is significant.
2. What are some of the limitations of this dataset?

* Some obvious limitations of this data set revolve around category and subcategory. In a lot of cases we are cramming campaigns into a category or subcategory that it may not fully apply to or the campaign might fit into multiple categories and subcategories. The other issue we have deals with the small sample size around certain subcategories.
* Another issue we face is by our definition of success. Using this data, we are defining success as reaching the funding goal, but that may not tell us how successful the actual project might have been. Unfortunately, we don’t have any data for these campaigns post-launch.

1. What are some other possible tables/graphs that we could create?
   * Success Percentage can be added to each page.
   * It might be interesting to not just understand which month is best for launch, but maybe day of the week as well.