Brandon Coleman

Data Science Bootcamp

Homework 1

4 / 19 / 2019

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

* Campaigns tend to trend towards failing the higher their monetary goal.
* Most campaigns launched are plays, and plays have the most success reaching funding.
* Campaigns are most successful in and around May.

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

Usually kickstarter campaigns incentivize pledges with a rewards system – i.e. $10 gets you a free cd, or $50 pledges receive free play tickets – this dataset doesn’t track that or doesn’t have a way of tracking that.

Kickstarter is a website but no web traffic data is supplied. Page impressions would be a useful bit of data to have. Are users going straight to a specific campaign, are they casually browsing?

How are they navigating kickstarter itself?

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

The success / failure rates of spotlighted / staff pick campaigns.

Durations – shorter campaign window vs longer campaign window success / failure rates.