Homework 1 Write-up

1. Given the provided data, we can conclude that a strong majority of Kickstarters are purposed toward the production of a play. We can see that more than 25% of the Kickstarters are for plays. We can also see that, in general, Kickstarters that begin their funding period in the beginning of the year tend to be more successful in their fundraising than the rest of the year. This could be attributed to holiday gifts, annual bonuses, etc. that incentivize people to pledge money to things they would be interested in being a part of on Kickstarter.
2. One key limitation to this data set is it does not account for the amount of traffic each Kickstarter page receives. It is very possible that if a specific Kickstarter introduces a really good idea, their page might not get the traffic it deserves, and therefore it might fail due to lack of pledges. Sure, we have data on whether or not it was a spotlight project, but this only allows us to know if it will generally have higher or lower traffic. Having the exact traffic data could help us hammer down the true relationship between time of year and general success of the kickstarter by removing that variable from the analysis.
3. We could create a table that relates the amount of successes occur to whether or not the kickstarter was a choice project by the staff. Based on the credibility factor, I wager that this factor would drastically increase the chances of a Kickstarter’s success because people tend to be more comfortable supporting choices that people that are trustworthy also support.