Homework 09/15/18

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

2. What are some of the limitations of this dataset?

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

Question #1

Three conclusions that we can make about the Kickstarter campaigns given the provided data are as follows:

1. Regardless of the intended audience, Kickstarter campaigns to finance theater, with particular emphasis on the sub-category of plays, are far and away the most common.
   1. Due to their popularity, theater/play campaigns also have the highest number of successes and failures.
2. Kickstarter campaigns to fund journalism are extremely rare and usually end up being cancelled.
3. In general, the lower the goal of the Kickstarter campaign, the more likely it is to be successful.
   1. Similarly, the higher the goal of the Kickstarter campaign, the more likely the campaign is to be a failure or canceled.

Question #2

Some of the limitations of this data set are:

1. There is no explanation of what qualifies a campaign as “Successful”, “Canceled”, “Failed”, or “Live”, other than the assumption of whether or not the goal was achieved.
   1. Further detail could help identify guidelines to follow or pitfalls to avoid.
2. The geographic regions identified in the data set a very broad.
   1. More specific locations could help to identify need-based areas or areas with campaign saturation.

Question #3

Some other possible tables/graphs that we could create are:

1. A table that focuses on the donations of backers related to category & sub-categories of campaigns to identify what campaigns backers are most or least likely to donate to.
2. A table that looks at the length of the campaign related to success, canceled, or failure as well as the amount of the goal.