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Assignment # 1

Due Date: 6/20/20

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. The most popular Kickstarter general categories appear to be arts and entertainment oriented, which would include Film and Video, Music, and Theater
   2. Those three categories also appear to have the highest success ratio, implying either broad public support for arts and entertainment, or based on the bonus analysis, lower funding goals for those particular projects
   3. Plays were by far the largest sub-category of Kickstarter campaigns, with over 1,000 campaigns in total, over 600 of which were successful. I understand that the Kickstarter model is predicated on a supporter receiving the product or service is successfully developed. If so, this would seem to imply the public is interested in supporting local theater projects in return for tickets to that project if successfully funded.
2. What are some limitations of the dataset?
   1. We are able to see funding success rates but not project success rates. In other words, if a project is successfully funded, is it successfully executed
   2. Similarly, we have funding deadlines, but not project completion deadlines
   3. It’s difficult to see much causation as to why certain projects are successful. There does appear to be a correlation between the goal and success percentage, with lower funding goals corresponding with higher percentage rates. However, we are unable to use Pivot Tables to incorporate any of the textual data to determine success factors. For example, using the Plays sub-category as an example, are certain themes or story lines more popular and more likely to be funded? Are the Producers, Directors, or Actors mentioned and does their involvement help or hurt a project?
3. What are some other possible tables and / or graphs that we could create? If total funding determines overall success, I’d like to explore factors that drive donations and backers.
   1. What drives average donations higher? Bar charts comparing average donations to Kickstarter Category or Sub-category. Scatter plots looking at correlation of average donations to other quantitative factors
   2. What drives higher participation rates (# of backers). Similar analysis by number of backers.