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Data Analytics Bootcamp

Homework 1

Kickstarter

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   1. The most successful Kickstarter campaigns are theater categories and more specifically plays.
   2. Over the span of seven to eight years only half the campaigns have been successful.
   3. About 40% of campaigns have failed and 10% have been cancelled.
2. What are some of the limitations of this dataset?
   1. The “why” behind the success and failures cannot be answered
   2. Does the location of the campaign or the backers influence the outcome, i.e. state or country?
   3. How much affect does the length of the time have on the campaign?
      1. Does a shorter deadline show urgency?
3. What are some other possible tables/graphs that we could create?
   1. We could do a comparison between the successful and failed campaigns to see if the “spotlight” had an effect on the traffic the campaigns received.
      1. Bar graph since only two factors are being compared