Unit 1 Homework: Kickstart My Chart

# Primary Conclusions

After further analysis of the data provided for the crowdfunding service, Kickstarter, it’s clear that campaigns that set lower funding goals (less than $10,000) have at least a 50 percent chance of success. Additionally, the rate of successful campaigns begins to drop off dramatically if the funding goal is above $45,000. Therefore, it reasonable to argue that successful campaigns set lower goals in order to maximize their potential outcome.

Also, historically, it does appear that there are a higher number of successful campaigns launched during Quarter 2 of a given year. However, there does not seem to be any significant correlation for how likely a campaign is to succeed based on what time of year it is launched.

Finally, additional analysis concludes that the categories with the highest degree of success include Film & Video, Theatre, and Music with rates of success equal to %58, %60, and %77, respectively.

# Potential Limitations

One potential limitation of this dataset could be whether the campaign was a “featured campaign.” In other words, whether the campaign was among the featured campaigns that could potentially gain more exposure on the Kickstarter website. Being among the featured campaigns could affect the rates of success for not only these funds, but also indirectly influence whether the other campaigns that were not featured attracted enough attention to reach their funding goals.

Another potential limitation is that the sample size for this dataset may to be small, making it difficult to find significant relationships from the data.

# Additional Tables and/or Graphs

Other tables and/or graphs that could be created and analyzed include, but are not limited to:

* Average Donations based on the size of a campaign goal and number of backers: Does the size of a campaign goal and number of backers affect the size of the average donation for a campaign?
* Backer Count per Category/Sub-Category: Is a certain category/sub-category attracting a higher level of backers?