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HW#1

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1. From the data, three conclusions that can be drawn include the following:
   1. Kickstarter has been used by the arts more than any other field, especially theater. Technology and food are the large non-arts categories, and both have a low success rate. Kickstarter has primarily been used in the United States.
   2. Kickstarter has overwhelmingly been used to fund plays, with more successful than not. It is one of the few fields with mixed results. In most sub-categories there is either an extremely high chance or low change of success, the exceptions being plays, musicals, photobooks, and spaces. This info shows quickly which projects should or should not attempt a Kickstarter campaign.
   3. Campaigns launched in December have a much lower success rate than other months. Do not launch a campaign in December, when more discretionary spending goes towards other things.
2. The dataset is limited in that most of the campaigns are related to theater arts. Other sectors have limited data and may fail more often because consumers in those areas have not had the chance to get comfortable with the idea of Kickstarter campaigns. There are also details that go into a successful campaign such as whether it contains a video and the quality of the rewards.
3. For someone starting a Kickstarter campaign, extremely helpful graphs would include length of campaign vs success rate and average donation vs success rate. These would help set an idea of what campaign length and reward levels should be to give the best chance of success. Another interesting graph would be success rate for those that are a staff pick vs those that are not.

Bonus #2

Because of the high level of variance, with a few very large outliers, the median seems to be a more meaningful metric.

There is more variance in the successful campaigns. Unsuccessful campaigns have an upper limit of whatever the goal was, while successful campaigns have no upper constraints, and can be wildly successful vs their original goal.