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Homework 1: Question Responses

1. First, it can be concluded that the most successful outcome on Kickstarter is the "play" sub-category, although that is mainly due to the larger number of attempts overall. The "play" sub-category has a success rate of approximately 65% and a failure rate of approximately 33%, so a "successful" outcome is likely but not guaranteed for that sub-category. Next, it can be concluded that the worst time to start a Kickstarter campaign is during the month of December. Not only did the number of "successful" outcomes drop to its lowest point across all categories, but it was surpassed by the number of "failed" outcomes in multiple categories. This most likely due to the timing around major holidays, like Christmas and Hanukah, where people are spending more on presents and don’t have as much extra income to donate to a Kickstarter campaign. Lastly, it can be concluded that the "music" category has the highest success rate on Kickstarter. This is largely due to the five sub-categories with 100% success rates and the sub-category, "indie rock," with an 87.5% success rate.
2. One of the limitations of this data set is that there is not a quick visual to compare the different years and how the categories trended over that time. Having only a monthly comparison doesn't give a complete picture of how each category has fared over the years and whether it will most likely have continued success or failure in the future. Another limitation is not being able to compare the outcomes of different countries directly. The location that the campaign is in could impact the likelihood of success as well. Having an easy reference to see which country would be best to launch in depending on the category would be helpful, as I’m sure different regions of the world have different interests and priorities.
3. Related to the limitations above, we could create a pivot table with a line graph with the rows labeled as years and the columns as the count of the outcomes with a filter of categories/sub-categories. This would allow us to look at the outcome trends throughout the years per category or sub-category. Also, we could create a simple pivot table with a bar graph to compare the outcomes in different countries. The rows would be the countries, while the columns would be the count of the outcomes with a filter of categories/sub-categories. This would allow a more detailed look at the trends for each category across multiple countries.