HW- Part 2

Kickstarter Excel Challenge

1. Assumptions
   * Most successful campaigns involved theatre, music, and film, with plays being the most successful subcategory of campaigns
   * Month released has little influence on effectiveness of campaign in reaching deadline goals, however there was a failed campaign spike in 2015, which could indicate external factors at work
   * Factors that could contribute to failed campaigns, may include oversaturation of the market, as categories and subcategories that have the highest rate of failure include web based technologies, audio journalism, and gaming products
2. The data is limited because we only have the information about the Kickstart campaign bid process. Beyond how the campaigns performed in gathering fund prior to their deadline, we have no indication on the success of the campaign. We also are limited by a lack of context. We don’t know when Kickstarter became a pathway for this type of funding, or the typical users of the Kickstarter platform, or the economic and social conditions when the campaigns were posted.
3. Another comparison we could examine is the category/subcategory as compared to the total crowdsourced and the number of backers. To examine the number of backers on average per category, as well as which campaigns were finically the most successful. Did these successful campaigns have high goals as compared to the amount sourced, or did the aim low and succeed? Were the successful campaigns also the most popular, or were the generally backed by a few impassioned donors?