Homework #1 – Andrew Skinner

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?

More campaigns are successful than fail, so if someone is thinking about a Kickstarter campaign, they should just go for it! This especially rings true if the campaign is for a documentary or hardware. Because a campaign’s success is determined by meeting the goal amount, a campaign has a much higher rate of success at lower dollar amounts. The best months to have a campaign are in between February and May. This could be because people are getting their tax return in this timeframe.

2. What are some of the limitations of this dataset?

Some limitations of this dataset are the lack of insight into the number of people who have viewed the campaign. This would tell us how effectively the campaign was marketed. This data set also fails to describe the value of the awards that are given to those who pledge to the campaign. In the mind of the pledger, what they receive in exchange for their pledge is often the most important factor determining whether or not they pledge.

3. What are some other possible tables/graphs that we could create?

I would like to see a graph determining the value of reward given out compared to the value of the pledge. Another possible table could be comparing the amount of views a campaign had compared with the amount of pledges the campaign received.