Week One Homework

* What are three conclusions we can make about Kickstarter campaigns given the provided data?
  1. “Successful” is not only the largest group, but more campaigns are successful than “canceled”, “live”, and “failed” combined.
  2. Out of the categories shown, theater is by far the largest, but the most successful category in terms of percentage of total is “Music”, with 77% successful.
  3. The top three sub-categories in terms of volume with a 100% success rate are “rock”, “documentary”, and “hardware”.
* What are some of the limitations of this dataset?
  1. Some campaigns have a goal of “1”. I am not sure if the interested parties simply don’t care one way or another, or if they set it low so that they appear “successful” no matter what.
  2. Speaking of which, especially in cases where the goal is low, are all the donors the interested parties themselves? Or their moms?
* What are some other possible tables/graphs that we could create?
  1. I would like to see average donation by date/year and by country, to see if there could be a relationship between that metric and economic conditions.
  2. Since no explanation is given for “staff\_pick” and “spotlight”, I would investigate those dimensions alongside either state or average donation, or both.