Homework 1 – Bruce Hart

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   1. Theater as a category and plays as a sub-category were the least successful type of category and sub-category to achieve financial goals. Also, these categories had the highest success numbers for financial backing. There is clearly an inverse relationship between project financial goal cost and success rate (lower financial goal = higher % of achieving financial goal success).
   2. A very small percentage of the projects that achieved successful financial backing went live.
   3. The project start and end dates provide no meaningful insight into project financial success ratings.
2. What are some limitations of the dataset?

It seems that there would be success metrics beyond financial support and the financial support ranking of “successful, failed, canceled, or live”. For example, the data set could also include information of the failed and canceled projects such that the project owners stating if they would re-initiate a project in a different way to promote successful re-launch. Also, what is the success rate of those projects that are live and that achieved “successful” financial support? A deeper dive into the theater category and the play sub-category would be insightful given that the theater category and the play sub-category were the most prevalent types of projects that failed to achieve financial goals. Is it the type of project, or the financial goals of the project, that led to failure? The dataset does not provide information on the small number of successful financial projects that went live. Are there other considerations beyond financial backing that lead projects to go live?

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

With more information on the basis of “spotlight” and “staff pick”, perhaps additional insight could be available on the correlation with these metrics and ability to achieve financial goal success.

Perhaps additional information could be pulled out of the project blurbs to create a correlation between “meaningful” project goals and financial backing success. For example, blurbs that contain specific goals versus blurbs that contain language that only includes “fund our project”.