Allison Bolger

Data Analytics Bootcamp

Homework 1

1. Three conclusions we can draw about Kickstarter campaigns:
   1. There are more Theater campaigns launched and successful than any other category.
   2. The Music category has the highest likelihood of being successful, especially in the sub-category of Rock.
   3. May, June, and July have the highest success rates for Campaigns.
2. Some limitations of this data set are, the data is only a selection of 4114 campaigns, so it does not show all campaigns. Also, the data is only up until 2017, so there could be other trends in campaign success rates after that time.
3. We could create a table that shows the percent funded based on if the campaign was a “spotlight” or not. We could create a table that shows the campaigns by category and percent funded. We could also create a table that shows the campaigns by category or sub-category and average donation per backer.

Statistical Analysis:

Since the standard deviation coefficient of variation is > 1 for both successful and unsuccessful campaigns, the mean is not an accurate representation of the data as most of the number of backers are not close to the mean. The median summarizes the data more meaningfully in these cases as the outliers are causing the mean to be greater than what the majority of backers actually is.