Benjamin Winters

Homework One Report

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

My first thought when I look at the data is that the kickstarting a music campaign has the best chance for success of any category with 77 percent of music campaigns successful. Next, I notice that not only is Theater the largest category by far, but the Plays sub category within the Theater category is larger than any other parent category in the data set. Lastly, Food is the least successful kind of kick starter. Any food related Kickstarter has a better chance of failure than any other type.

1. What are some limitations of this dataset?

This data set only contains the state of the perspective Kickstarter and its funding numbers and dates, unfortunately none of this data really sheds light on why or why not these projects failed. Perhaps information like the size of the project team would allow us to see if the number of people working on a given project impacts its success.

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

I would be interested to see how being a “Staff Picked” or “Spotlighted” project affected a project’s success. A stacked bar chart showing the state of projects by whether the project was featured either way on the Kickstarter site would break this down well visually.