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Data Analytics and Visualization
Homework 1

- Create a report in Microsoft Word and answer the following questions.

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

Theater Kickstarters make up the majority of successful campaigns, in which plays are largely funded.

Journalism Kickstarters are not a smart investment because they have no successful campaigns and have previously all gotten canceled.

The majority of successful campaigns occur during the first six months of the year, indicating that investing during this time of year could result in higher successful rates regarding invest return.

2. What are some limitations of this dataset?

The lack of countries and years contributing to the data do not give a complete scope of the Kickstarter campaigns.

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

Pivot - Scatterplot showing number of backers every month with a trendline.

Stacked bar graph comparing the number of backers per successful and unsuccessful campaigns.