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Homework Assignment 1

*What are three conclusions we can make about Kickstarter campaigns given the provided data?*

1. The smaller the goal, the likelier the campaign will succeed. We can determine this from the bonus question. However, the relationship is not direct, and $35,000 – $45,000 projects have a slightly higher chance of success than the mid-level projects.
2. Plays are the largest sub-category by a long shot, and a majority of them succeed.
3. Theater is the largest category, not surprising given the previous fact, and music is the second largest category.

*What are some of the limitations of this dataset?*

Since some of the campaigns are still live, there could be problems with the representability of the dataset (i.e. maybe it doesn’t represent the most recent Kickstarter campaigns, only historical ones). The average donation column is at best a proxy, and could be changed by outliers. The median donation would also be useful, but this cannot be obtained from this data. I would be interested in when donations come in over the timespan of the project. Do a large portion of donations come in right in the first week of the project, or are they evenly spread out?

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

We could create a graph based on day of the week the campaign began. I would also be interested in currency differences, and country differences in the types of projects that are both undertaken and funded. This would definitely be possible to obtain from the current dataset.