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Data Science and Visualization Bootcamp

T/TH/SA class

Due: January 21, 2019

Homework 1

1. **What are three conclusions we can make about Kickstarter campaigns given the provided data?**- Campaigns categorized as “theater” (specifically plays) are the most frequent on Kickstarter, and while they had the highest count of successful campaigns, they also had the highest count of failed campaigns.  
   - Based on this data, Journalism campaigns are the least likely to make it through the fundraising process (100% cancelled).  
   - Campaigns beginning in mid-late Spring (Apr-May) are most likely to be successful, with the highest rates of success and relatively low rates of failure when compared to campaigns started in other months from this data set.
2. **What are some of the limitations of this dataset?**- It is stated that over 300,000 projects have launched on Kickstarter, so our dataset is limited since it only contains information for 4,000 projects. A larger sample size by analyzing ALL or more past projects would give us more accurate analysis.  
   - We have data for how much money and backers campaigns have from start to finish, but we don’t have data for in between that timeframe. It would be nice to see how individual campaigns do month to month, or during shorter time frames for shorter lived campaigns. Then we could see what months or even days of the week see better results within the duration of a single filtered campaign.
3. **What are some other possible tables/graphs that we could create?**- We could create a pivot table and corresponding graph with rows of category, values based on the count of state, and filters based on year and country. This would allow us to see which categories are most popular in terms of number of backers, and we could look at this info clearly for different years and different countries.  
   - We could create a pivot table and corresponding graph with a column of state, rows of country, values based on the count of state, and filters based on year. This would allow us to see which countries have the most success with their campaigns.