HW #1

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

Theater is the hottest category in Kickstarter campaigns, followed by music, technology, film & video; only theater, music, film & video have access 50% chance to success in overall categories.

Classical music, documentary, electronic music, hardware, metal, nonfiction, pop, radio & podcasts, rock, shorts, tabletop games and television have 100% chance of successful crowdfunding in Kickstarter campaigns.

From 2009 to 2017, the chances of canceling projects have an average 8.6% with a standard deviation 1.6% from January to December; the chances of failing projects rapidly decrease from January to February and remain low from February to April, the chances of success increase smoothly from January to February and decrease smoothly from February to March; the chances of failing projects and the chances of success have a same trend from April to November.

1. What are some of the limitations of this dataset?

There are a lot of crowdfunding firms on the market; this dataset only indicates the situation that Kickstarter faces, the study of the trend of the crowdfunding market should be extended.

There are not enough independent variables in the dataset to support sophisticated data analysis.

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

We can create a table that shows which sub-category of the parent category that has the highest chance to success.

We can create a time series plot of a specific category.