Week 1 HW – Writing

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. According to the pivot table of number of projects for each category and subcategory, out of 9 categories, theater had the most campaigns on the Kickstarter, followed by music and film&video. Within the theater category, plays launched more projects than musical and spaces.
   2. According to the pivot table of number of projects launched each month from 2009 to 2017, May had the highest number of successful projects, chance of successful was at 61%. Then number of successful projects continued to drop till September. There were more failed projects than successful projects in December.
   3. Out of 9 categories, music had the highest chance of success, but journalism and food had the lowest chance of success.
   4. According to the goal vs. chance of success, the higher the goal is, the lower chance of success.
2. What are some limitations of this dataset?
   1. Market trend and investment strategy change. People may prefer to invest in music and theater in the past, but looking forward people may focus more on technology projects.
   2. Projects failed because of all kinds of reasons. This dataset doesn’t provide many factors that may cause projects succeed or failed.
   3. In my opinion, there are some uncontrolled variables that may cause analysis to be biased, such as country and years. This dataset included 828 projects launched in 2015, but only 14 projects in 2009 and 98 projects in 2017. Besides projects launched in US, this dataset also included project that launched internationally.
3. What are some other possible tables and/or graphs that we could create?
   1. Average donation vs. category
   2. Years vs. Countries
   3. Goal vs. Years