Yarber – GT Data & Analytics Bootcamp

Homework 1

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. **Based on the data provided, It appears that Kickstarters tied to Liberal Arts projects seem to have a better likelihood of becoming a funding “success” versus technology based projects. It would stand to reason that technical projects require further scrutiny to establish viability, and may outstrip the donor’s ability to evaluate the project appropriately, thus causing fewer donations.**
   2. **In the given Dataset, it appears that Kickstarter increased in popularity up to the year 2015, and has since seen fewer projects in the most recently completed year.**
   3. **As Kickstarter enjoyed more adoption, the success rate of campaigns dropped in comparison to total projects started. This likely was a result of more people adopting the platform with less experience at assembling campaigns that were likely to be successful.**

2. What are some limitations of this dataset? **The dataset appears to possibly be incomplete for the year 2017, leading to some potential ambiguity about the volume and outcomes of projects started in 2017 and anything thereafter. The evaluation is based entirely on the pledged amount goal to define the “success” state, and thus doesn’t take into account the possibility that an underfunded campaign produced a successful product. Project complexity or budget size are not taken into account, either – so the comparisons can really be apples-to-oranges when trying to compare a complex and ambitious movie project versus a book project.**

3. What are some other possible tables and/or graphs that we could create, and what additional value would they provide? **An evaluation based on project goal size would be useful, as well as an evaluation based on country might provide some valuable insight as to the success based on the project’s location. Reviewing the Launch date versus the deadline duration may provide some insight into how duration plays into the financial success of the campaign.**