Nov 16 Homework

1. **Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?**

The most successful campaigns are in the music category, and the least successful are theater.

There are several categories in this dataset that have never had a successful campaign – animation, art books, audio, children’s books, drama, faith, fiction, etc.

The most successful campaigns were started in May, while the least successful campaigns were started in July. There seems to be a pretty similar number of cancelled campaigns across all months.

The lower your goal number is, the more likely your campaign is to be successful.

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

Kickstarter backers pick different levels to donate. This doesn’t tell us what amount of money the campaign is asking from each individual, and how frequently each category is selected (ie, was there a single $1000 donation or 10 $100 donations). It also doesn’t tell you what the campaign provides to backers – tech campaigns usually give you an item at the end, whereas theater campaigns are probably only backed by people who have a chance to actually see the play or event, thus limiting the backer pool. Knowing if the campaign is geographically limited plays into whether they really have access to the larger backer pool that other non-geographically limited campaigns have.

This data set is also only a fraction of the total number of campaigns. According to Kickstarter, since they launched in 2012, there has been over $4 billion pledged across $445,000 campaigns. This data set is only looking at about 1% of total campaigns, which might provide a very skewed view.

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

We could look at campaigns based on countries – what types, how successful, how much money was donated. You could also compare campaign success based on length of campaign – does giving backers more time increase the success, or does it not have any correlation? And are campaigns more successful if they’re “spotlighted” by the website?