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Subject: Homework 1 Confusions

Given the data provided in Excel spreadsheet StarterBook.xls

1. What are three conclusions we can draw about Kickstarter campaigns?
2. What are some limitations of this dataset?
3. What are some other possible tables and/or graphs that we could create?

Answers:

1. Three conclusions we can draw from the Kickstarter campaigns are:
   1. Liberal arts categories like theatre, music, film and video produced more successful than failure outcomes than other categories. However, the technology category appears to have equally as many successes and failures.
   2. The “plays” subcategory within the theatre major category, had nearly 10 times more applicants than any other subcategory. This subcategory was 1/4 of all the total funded projects. Kickstarter must have been heavily promoted within this community.
   3. There is a higher than typical surge in the most recent data for “faith” based funding compared to other categories.
2. A limitation of this dataset is lack of data on project outcome after successful funding. If this data were available, it would provide investors a good metrics on assessing ROI for successfully funded projects.
3. A table showing if state of project depends on funding goal. This appears to be a bonus question too.