Homework #1

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

1. While projects related to music, especially rock music, are the most successful ones, projects related to food, especially food trucks, are the least successful ones.
2. As years went by, there were more projects on Kickstarter, which lowered each project’s chance of being fully funded. In the early years of Kickstarter when there were not as many projects as there were in the later years, each project’s chance of reaching its goal’s amount was much greater.
3. There is a greater chance that a project is successfully funded when its goal’s amount is not set too high. Less than 50 percent of all the projects with the goal of 10,000 or more were able to reach their individual goals.

2. What are some limitations of this dataset?

1. I would like to know more information about some of the variables in the dataset. For example, it would be useful to know why some projects are “staff picked” or/and “spotlighted” (TRUE) while others are not (FALSE).
2. More importantly, I think this dataset lacks one of the most important information about investment decision making: the rates of return on investment. It would be very useful to know what rate of return each project has offered to its potential funders and see the rate’s association with the “percent funded.”

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

It would be interesting to see the relationship between or among…

1. “Duration” (end date minus start date) and “percent funded” 🡪 A bar graph
2. “Category,” “year,” and “state” 🡪 A line graph
3. “Average Donation,” “Country,” and “Category” 🡪 A pivot chart that shows the average donation amount by country with the filter “Category”