Homework Assignment 1 by Ethan John

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?

Overall success rate was 53%, it mentions that only a 1/3rd was successfully funded, which may result in biased results

-One of the biggest influencers is if staff pick is true. It had 87% success rate, vs not a staff pick was 48%

-Length of campaign has very little bearing in success rate 50% (for campaigns less than a month) to 54% for over a month

-Music is most popular with overall success rate of 77% despite faith, jazz, and world music have 0% success rate. Food was the worst with 17%, despite small batch having a success rate of 85%

-GB had a success rate of 61%, but US drove the success rate because it accounted for 74% of all kickstarters and had a 54% success rate.

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

Overall success rate was 53%, it mentions that only a 1/3rd was successfully funded, which may result in biased results. Don’t know if the amount is given in the same currency. Spotlight is unclear as to what that means. 7 sets of duplicates (different ids but same name) this also artificially modifies the success rate.

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

Setting up a waterfall chart (stacked bar showing category) with state on x axis and frequency on y axis. Creating a pivot table with state as a column and category and then subcategory with id as frequency. Create a heat map with x axis containing state and y axis displaying category and using id as a count.