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December 3rd 2018

Kickstarter Homework #1

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   1. Successful crowdfunding activities outpaced the failed and canceled activities
   2. Live crowdfunding activities occurred in quarter 1 and are not currently live through December 2018.
   3. While successful crowdfunding activities outpace failed and canceled activities, there is a negative correlation happening and continues to downward trend after quarter 2.
   4. When reviewing the pivot table – category, one can see that the Theater category had both the highest successful activities as well as the highest failed activities compared to all other categories. Additionally, Technology had the highest failed activities of all categories.
2. What are some of the limitations of this dataset?
   1. In this dataset, it does not account for cross-promotion or additional exposure crowdfunding activities may have received (E.g., news media, social media, and other word of mouth promotion).
   2. The average donation is inflated as it does not consider large lump-sum in-kind donations that could be outliers compared to the true value of average donations.
3. What are some other possible tables/graphs that we could create?
   1. Pie graph would demonstrate comparison of data relative to each other. A bar graph would be ideal for evaluating pledged and goaled amounts of kickstarter campaigns.
   2. Scatter plots would be helpful to view any correlation between pledged amounts and goaled amounts by campaign category.