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**Homework 1 Report**

Questions

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

2) What are some of the limitations of this dataset?

3) What are some other possible tables/graphs that we could create?

Answers

1) There are numerous conclusions we can make from the data we analyzed but here are the top 3 trends that I have seen using the pivot tables we were instructed to create. The first one would be that if the campaign is regarding the music industry then the chances for success is almost at 80% (77.14%) which is high. Music is a topic which intrigues huge audiences, that is reflected on the data perfectly. The second conclusion we can state is the distribution of projects’ success does not depend on the months which the campaigns have been initiated. The spread (pivot table on sheet 4) clearly shows that the success rate does not show spikes or downfalls on certain seasons or months. This concludes that people do not show different spending trends when they feel jolly (usually related with summer) or depressed (usually related with winter). The third conclusion we can make is that “web” related projects never see the light of day. We can look at sheet 3 to the subcategory trend analysis and see that about 63% of web related campaign have been cancelled while the rest of the 37% have failed to reach their target goal. This shows us that if you are going to planning to raise money for a web related project, look for other options than KickStarter.

2) The most definite limitation to the dataset was the lack of more defining categories and especially subcategories. I took a look at the subcategories and they rely on some categories more than the others and therefore fail to reflect better trends in those sub categories. If there were to be more extensive categorization and sub-categorization made on the dataset then we would have had the chance to analyze the more underlying trends.

3) I did not analyze the trend on what I am about to write here but we could have possibly created a table which would have columns of state and rows of ranges of goals (target funding). This would have shone a light on the trend of whether the amount scares people off. If the target funding is very low, then a person might think that the company doesn’t have any capital for anything else or they might underestimate the project’s worth.