Sean Gaffney

Case Western Reserve Data Analytics Bootcamp

Assignment #1

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

It seems that music (specifically rock music) experiences an extremely high rate of success while receiving funding from the crowdsourcing company Kickstarter. Music ventures that received funding from Kickstarter experienced a 77% success rate.

By an overwhelming margin, plays received more funding from Kickstarter than any other sub-category. Plays received roughly 26% of all funding listed in this spreadsheet, but only experienced a 33% success rate.

Endeavors funded through Kickstarter that began in Spring and Summer months tend to have a higher success rate. Ventures that are started in the months of April through August experience 55% success rate, while undertakings taken place in other months experience success rates less than 52%.

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

This dataset is quite generalized. It lacks the specific demographics that each venture is attempting to capitalize on. Without knowing such details as age, race, income level, and education level those of potential patrons, its difficult to market each product. Also, the conditions that make each project “successful” and “unsuccessful” are unknown. Perhaps aspects such as revenue or other success related factors could be evaluated.

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

A table/graph can be made to attach staff picks with the percentage of successful endeavors. This can help determine whether the requirement of staff picks is needed. We can also make a table/graph that will evaluate the outcomes of “spotlighted” projects.