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HW1

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1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   1. Theater, music and film projects have the highest success rates, perhaps indicating that the pool of likely donors consists largely of arts supporters. (See PivotA tab in attached spreadsheet)
   2. Success rates for projects drop during November and December, regardless of the year of data collection (See PivotC tab). This probably represents a holiday spending effect – would-be donors are less likely to support projects during the holidays since they are spending larger portions of disposable income on gifts, food, and travel at those times.
   3. Kickstarter works very well for inexpensive projects. The “Bonus” tab illustrates that projects with goals below $5000 have a high likelihood of success. The success rate drops dramatically for projects with goals greater than $5000 and is especially low for those over $50,000. This indicates that kickstarter is primarily a tool for very small amounts of funding for very specific artistic projects. It is not likely a useful source of capital for larger projects, especially those in technology-oriented sectors.
2. What are some of the limitations of this dataset?
   1. Nothing in the data gives a clear sense of why some projects are successful and some are not. We have no indication of project quality of performance. We don’t know the extent to which projects had existing backers who would have donated to project developers regardless of platform. Very difficult to say anything causal about kickstarter or determinants of project outcomes.
3. What are some other possible tables/graphs that we could create?
   1. One interesting graph would be a bar chart with bars indicating average per-donor gift amount across project categories. This might help kickstarter differentiate among donors in ways that would inform development of new platforms.
   2. The start and end dates could be used to analyze project duration and it’s relationship to success/failure rate across projects of different types.