Evert Lizama

Data Analytics Boot Camp

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Homework Assignment 1 Responses

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

The theater category accounts for the greatest amount of successes and failures out of all of the categories in this dataset. On the other hand, the category with the least successes falls under the journalism category. The "plays" sub-category accounts for the greatest successes of all sub-categories. As for the third pivot chart, the greatest number of successes occurred within the first half of the year. As for failures and cancellations they are more likely to occur in the second half of the year.

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

In my opinion, when you consider what is popular globally it is not the same across the board. Based on this dataset one can tell that an individual from the US for example may or may not prefer the same category as someone from, let’s say Europe. Also, there were different currencies used in this dataset so there may have been instances where a category may have been considered a failure in Europe but would have been successful in the US because of the foreign exchange rate differences. This dataset is also limited in the sense that it only considers years ranging from 2007 to 2017. When you think about a societies culture, they can evolve over time and changes in preferences can occur in this case. Limiting the dataset to only 10 years may not be an accurate representation of what really is successful/failed/canceled etc. but it can be a good indication of where the future is headed.

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

A scatter plot graph would be useful when working with a dataset like this. If you leverage the regression analysis tool, it can help the user determine whether or not the relationship is valid or not in this analysis. In this case you could use the scatter plot to compare successes/failures/cancellations by US vs other regions vice versa.