UC Davis Data Analytics Bootcamp Homework 1 George Bigham

Based on the data some conclusions we could make are:

- There is might be a connection between when a Kickstarter campaign is started and its likelihood of success. It appears that success peaks when campaigns are started in May, but are least successful in December.

- Theater campaigns are the most common category Kickstarter campaigns with almost 1400 campaigns during the time covered, with music (700) and technology (600) following.

- In the music category, several sub-categories have a 100% success rate, including Rock (120/120), Pop (40/40), Classical (40/40), and Electronic (40/40).

One limitation on the data set is that the years 2009 and 2017 are incomplete, so a summary of success over months counts some months more than others. While most of the data does not require special domain knowledge, the staff pick and spotlight columns are not clear without more research. The data includes currency types, but the monetary amounts are given as raw numbers, it’s not clear if a currency conversion needs to be made to accurately compare based on money amounts?

Another limitation of the data is that the sampling method is unknown. An inspection of the data organized by subcategory shows that almost all subcategories have a total of a multiple of 10. If the way the data was sampled is suspicious all previous conclusions become suspect.

Although we calculated a crude average of donation, actual donations could have a high degree of variance and we have no way to know from this dataset if for example some campaigns are funded by a few big donors and a lot of small donations, or if they have many similarly sized donations.

We could create tables and graphs showing how success relates to staff pick and spotlight. It might be informative to find how the length of a project from launch to deadline relates to success. The relationship between amount of money and success rate would be particularly interesting to guide projects on setting their target amounts.