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Data Analytics Boot Camp

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Homework #1

1. One conclusion we could make from out data set would be that the most popular and most successful category to create a (campaign) in would be theater. In quantity it has the most amount of successful (campaigns), but another observation could be examining the campaign with the best success ratio then the music category would be the most likely to be successful. With further examination, in the theater category the play sub-category is significantly more popular and has the greatest amount of successful campaigns.
2. One limitation could be the fact that outside of the US and a few other countries there weren’t very large sample sizes. Increasing the sample sizes would allow us to analyze trends more accurately. An increase in sample size would also allow us to compare more equally throughout the world as well. Right now in the observation the US provides around 3000/4000 of the campaigns, it would be interesting to have access to more data coming from China, the UK, Australia, and the other countries.
3. Other graphs that we could use to display our findings could possibly be a pie chart or another possibility could be using a scatterplot (or line graph) to try and examine possible trends between times of the year and success in certain categories/sub-categories. An example of this would be observing successful campaigns against months of the year and possibly seeing a trend between rock music and December.