Greg Black August 3, 2018

Homework 1

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

Kickstarter campaigns can prove difficult to complete let succeed. It seems that each category shows different results regarding success rates, some categories such as music, showing drastically more successes than others. There is no apparent correlation and a consistent outcome breakdown month to month.

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

We don’t have relative standards for what a successful kickstarter campaign is defined as. Each industry is different, and each campaign may have more lofty or realistic goals. Each campaign is run differently and in order to compare apples to apples we would need further detail on these operations. There are also some categories with far more campaigns than others, making it hard to compare due to uneven sample sizes.

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

We could create a graph comparing the target goal and number of backers counted based on the hypothesis that more backers would contribute to a higher goal. Similarly, we could analyze how much each backer pledged based on the total goal. We could create a bar chart that compared success rates relative to countries performed in – are some countries more likely to contribute than others?