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1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

* More than 50% of campaigns are successful, but out of 2185 successful campaigns only 10% aimed a target of $25,000 or more= Many successful campaigns, but not very ambitious
* Plays is the sub category with more campaigns by far (25%), with 694 successful ones (32% out of all successful campaigns), but with 352 failed campaigns (23% out of all failed campaigns)… therefore, we can say people like Plays!
* USA represents 75% of all campaigns. Kickstarter is not so popular out of USA (at least with the provided data)
* In the music category, data show that backers really dig into Rock campaigns, all 240 campaigns were successful!

1. What are some limitations of this dataset?

Data does not show the frequency (how donations behave in the life of the campaign) of backing per campaign. It would be interesting to spot different trends to see when donations really kick in each campaign and sort it by category, subcategory, etc.

Perhaps the ”Name” and “Blurb” columns might tell us something, but too much text makes it difficult to quantify insights out of them. Maybe looking for some key words or phrases to co relate that data with the result of the campaign.

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

Behavior per year to determine how Kickstarter is doing (how many backers and campaigns do they have per year)

A graph that deepens the focus on cancelled campaigns. They only represent a little bit les tan 10% out of all campaigns, but they have 100 campaigns that aimed for more than $50,000, so there’s interesting insights to take away from that data