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Homework 1 Kickstarter Report

1: Three things we could use this data for:

A: Tracking average length of projects by type, or time of year, etc

B: Finding the best time of year to launch many campaign types

C: The data could be used to analyze the factors which increase success rates.

2: Flaws in the data

The data tells us much more about certain types of campaigns than others. For instance, there is almost 1400 theater related campaigns, but only 24 journalism-related campaigns. Since there are so many columns in the data, the significance of some factors can be lost. For instance, if I was looking for the best time of year to start a campaign, I’ll be much more confident in the data if I’m starting a theater-related campaign, as opposed to a journalism one.

Additionally, the data lacks some descriptive elements of the campaigns. How was the campaign pitched? What color was the website? What pictures were used? How descriptive was it? What were the donation levels? This data would be extremely useful if I wanted to start a campaign.

3: A couple other graphs to be made:

A comparison of the amount of backers for projects that were staff picks vs those which were not:

A breakdown of Average Donations overtime by category: