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Homework #1 Data Analytics BootCamp

* *Create a report in Microsoft Word and answer the following questions.*

1. *Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?*
2. *What are some limitations of this dataset?*
3. *What are some other possible tables and/or graphs that we could create?*

1.

The first conclusion I reached was the Kickstarters in this data had a decent success rate of 53.8%. Despite this it was evident that not all Kickstarters succeed and that traditional market pressures (i.e., not making a good case to the public) can lead to the failure of the Kickstarter.

Technology Kickstarter campaigns struggled with a success rate of just 34.8% - by far the lowest of the primary categories. Further examination revealed that Web Kickstarters failed or were cancelled all 160 times they were attempted. Combined with the low success rate of Wearables and it was evident that some sub-categories of Kickstarter were likely to fail. This shows that a Kickstarter needs to be viable before individuals will invest in them.

The final conclusion I reached was that a Kickstarter should not be started in December. The month-by-month trend plot revealed that Kickstarters succeeded more than failed in every month but December. Possible that the holiday season impeded the campaign’s success.

2.

The greatest limitation of this dataset is that the success rate of the 3000 Kickstarters sampled here was 20% higher than that reported for all Kickstarters. This large difference raises questions about how these data were randomly sampled from the population.

Another limitation of this dataset is that a majority of the data comes from the United States. With that limitation the data from the US is not divided by state or region. Thus the location of kickstarter column is far less informative than it could be.

3.

Could produce a table/graph of Country by State (success) of the campaign. It may help for Eurozone countries to be collapsed by using Currency type rather than country for such a plot.

Also would be interesting to see the distributions of Percent Funded by Parent Category and Sub-Category. This is especially relevant as some Kickstarters far exceeded their goals while others just met them. Categorizing Percent Funded is necessary to make sense of the data as some of the percentages far exceed 200.