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Data Analytics Boot Camp

Homework 1 Report

1. The conclusions from the Kickstarter campaign I’ve drawn from the data are as follows
   1. Comparing the Parent Categories, the performing arts campaigns (theater, music, film&video) were among the most popular campaigns with the highest rates of successful campaigns and failed campaigns. Journalism had the least campaigns (24) and each was canceled.
   2. Comparing Sub Categories, live performances such as plays and concerts had the most successful campaigns. Campaigns that are more technology based have higher share of failed campaigns.
   3. In the last chart I notice that the more successful campaigns and less failed campaigns take place in the beginning of the year until late Spring when the opposite occurs for each side.
2. One limitation this dataset presents is the lack of overall turnout of these campaigns; there wasn’t data about how many consumers saw the plays, read the books nor ate at the food trucks. Another limitation is that we cannot see why a campaign failed or was canceled besides not reaching their funding goal.
3. A pie chart for each state based on Parent Categories and Sub Categories could work if one were looking to determine the share of successful, failed, canceled and live campaigns among the categories.