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Homework 1 Analysis

1. Three conclusions we can make about the data are
   1. Music campaigns are the most successful Kickstarters, in terms of % successful
   2. Theater plays have the greatest amount of Kickstarter submissions with 1066 campaigns. With the arts “dying”, maybe more people believe in reviving the arts
   3. Campaigns generally are most successful in the month of May, and the least successful in the month of December. May is right after tax season/returns, while December is the month where people spend money on presents
2. There are many limitations with the data provided. One of the limitations is with the failed or canceled campaigns – just by having the financial information, we do not know if there are any external factors, that aren’t accountable for, that affected those campaigns. Another limitation is the success of a campaign. Although a campaign may have reached their financial goal, we do not know how successful a campaign is in the future.
3. We could create a pivot table based on the location (country) of the campaign. We would be able to look at which countries submit the most campaigns, and we could also interpret that the number of submissions per country could be limited by internet access and technological advances in that country. We could also create a pivot table based on the size of a campaign (goal $$$) to see if smaller campaigns are more or less successful than bigger campaigns.