

Data Science

Homework #1

The following is a response to the questions included in the Homework Exercise 1.

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Course:

Data Science Bootcamp

Question 01 What 3 conclusions can we draw from the Kickstarter dataset?

Based on the analysis performed against the dataset:

1. there are certain categories of Campaigns such as music (especially rock), film and video (especially biographies) and Theatre that have shown a higher probability for success.
2. Successful Kickstarter Campaigns appear to be at their highest around the May time frame.
3. December into January appears to be a risky time period for Kickstarter Campaigns.

What are some Limitations of the dataset?

The following are some of the limitations of the dataset:

1. The dataset contains Campaigns across multiple countries. However, we are unable to determine to what extent cultural factors impact / influence the success / failure of a Campaign.
2. We are unable to determine how many of the Kickstarter Campaigns are from folks who have launched a successful Campaign in the past. A serial Kickstarter may build up loyalty and a patronage on the basis of prior success and reputation for quality, and thus have an advantage in soliciting Funding during a Campaign.

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

1. Analyze to what extent the size of the Funding Goal impacts the rate of Success / Failure

We would like to analyze the significance of the size of the Funding Goal in relation to the Success / Failure state of a Campaign

2. Examine the correlation between Campaign Duration and Goal Success

We would like to see if extending a Campaign will have a positive, negative or no impact on the Success or Failure of a Campaign to meet its Funding Goal.

3. Perform further sub-category analysis to determine the correlation between sub-category and Campaign Success

We would like to see if the data confirms a strong relation between sub-categories and Funding Success.