Unit 1 Homework:

What conclusion can we draw about the Kickstarter program?

1. Most successful endeavors in Kickstarter are Hardware-based Technology. Maybe because people like to invest in thing that they can touch and feel then take home and keep.
2. The “best” time to start a kickstart endeavor is the beginning of the year with a “short” 2-5 month funding time. The likelihood of success drops as the year progresses with the lowest percent success in December.
3. The goal amount does play a part in success rate with lower goal being funded more often and higher amount less often. The rate of failure and canceling are much less affected by the goal amount.

Limitations of the data set are:

The data set show what was successful but data that would be as useful would be failure data. If they could show data as to WHY project failed to be funded that would be helpful to people considering starting a new project.

Possible additional tables and/or graphs:

1. Length of funding time vs Outcomes
2. What countries utilized kickstarter for the most projects over time
3. Outcomes by month comparing over the years