UCI Data Analytics Bootcamp

HW 1

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1. **Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?**

* There are more projects that fall under the theater, music, and technology categories. Therefore, there are more successful projects in these three parent categories. Theater projects have the most successful projects, but music projects are more likely to be successful in terms of percentage.
* Projects with a subcategory of plays have the highest project population as well as the greatest number of successful projects, meaning it’s a popular type of project. However, projects with a subcategory of rock have the second-highest count and a 100% successful rate, which means this type of project are very likely to be successful.
* There are a greater number of successful projects than failed or canceled ones in general throughout the year. The number of successful projects increased from January to June and showed a downhill trend afterward. The number of failed and canceled projects stayed relatively constant throughout all months.

1. **What are some limitations of this dataset?**

A project looking for funding cannot change its business type because a certain category has a higher success rate. Therefore, as this exercise is to study the potential trend behind the successfully launched projects, there should be more data to reflect what made a successfully launched project stand out. For example, there can be more information about the size of the team, the quality of resumes of the team members, if a business plan is available, etc.

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

We can look at the successful/ failed/ and canceled project counts by country and analyze the preference and success rates by location.

We can also look at the number of backers and their average donation by year for different categories, and see if there’s any trend or changes. For example, if there is a decreasing number of backers/ donations from year to year for a certain category, it means this type of project is losing the appetite from the market and will be less attractive for funding.