Thanner, Jo Anne – Assignment 1

1. **What are three conclusions we can make about Kickstarter campaigns given the provided data?**

I think the most interesting conclusion is that plays, by far, have the most campaigns. In fact, this is probably an outlier that causes the theater category to be so successful. Otherwise, the music category would be the most popular, with each sub-category being relatively equal. Kickstarter is mainly utilized by the creative industry, and not necessarily popular for new tech products and gadgets. Another interesting point is that all journalism campaigns were canceled. The campaigns that launched in May were the most successful, and those that launched right around Christmas time were the least successful. Canceled campaigns remained relatively stable (under 50) throughout the year. Most campaigns were launched between May and August. The most successful campaigns are film & video, theater, and music; while the most unsuccessful campaigns were food, games, and publishing.

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

We could easily drill down deeper into each country, such as states and regions and other demographics. We are also missing campaign presentation data. Did they use video? If so, how was the video quality? How many campaigns were scams? Also, we may not be using the correct representative sample.

Another limitation is that we could have subjective definitions of data sets, such as the definition of world music to Americans vs. Australians. Sub-categories could have also been broken down. For example, the results for different types of plays.

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

theater without plays included

the sub-categories within each category and from which country

success rate per country

the launch dates for each country

the launch dates for each sub-category

future projections