Homework 1, GW Boot Camp Data Analytics

Jimmy White

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

The 3 conclusions that you can make about Kickstarter campaigns:

* Theater and music categories of campaigns tend to have the highest number of successful campaigns.
* Plays have, by far, the largest number of campaigns, and the largest number of successful campaigns, while rock music campaigns have the second-most successful campaigns
* Campaigns in May tend to have the highest rate of success, while campaigns in January, June, and July have the highest number of failures.

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

Individual backers of campaigns can skew the data. For example, a reason that theater campaigns are successful could be due to an individual donor who is willing to donate a large amount of money that brings them over the line. This would bring up the average donation, and also affect opinions of a certain category’s success in these campaigns. Additionally, there is only data back to 2009, meaning the sample is relatively small. It will be difficult to understand how things will change moving forward.

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

* Average donation over time
* Average donation by category
* Average donation by country