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M/W class: Data Analytics and Visualization

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. Theater has the highest volume of campaigns.
   2. Music, particularly rock and indie rock, has a high percentage of successful campaigns.
   3. December is the worst month to start a campaign.
2. What are some limitations of this dataset?
   1. Lacks marketing info. Approach to “spreading the word” could make a big difference in success of campaign.
   2. Individual contributions might highlight important additional information to evaluation of factors in success of campaigns.
3. What are some other possible tables and/or graphs that we could create?
   1. Convert numbers to percentage of successful campaigns per category/sub-category.
   2. Compare lengths of campaign runs, open to close and correlate to outcomes.