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UNCC Data Analytics

HW#1

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

The given data shows that there are more successful campaigns than failed or cancelled. Theater, and more specifically plays, have the most history of successfully being backed via kickstarter as a total. Overall Theater, Music and Film&Video are the only categories with a history of more successful funding campaigns than failures. Considering campaigns across all categories, December would be the worst month to initiate a campaign as historically it is the only month where the initiated campaigns led to more funding failures than successes.

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

The dataset is limited in scope to just what can be captured through Kickstarter, but successful campaigns would likely communicate and market through other mediums such as social media. Also the data does not include how many visitors each campaign had to it’s Kickstarter page and how many of those visitors became funders. Conversion rate of visitors to funders could help explain if perhaps good ideas were not being funded either due to poorly worded descriptions or demo videos that fell flat.

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

Another table that could be created is looking at the original ask amount to see if it impacted success. There is a high likelihood that campaigns requesting the most money are more likely to fail due to lack of funders and a perception that the funding limit will not be reached. We could also create a table to see if the overall length of the campaign has an impact on the success.