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Homework #1 – StarterBook (Excel)

Questions:

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   1. This first thing I noticed is that there are significantly more theater categories on Kickstarter than any other, but out of all theater “submissions”, only about 58% were successful, whereas in the music category, even though there were less submissions, there is a significantly higher success rate (about 77%).
   2. Looking into subcategories, it is evident that out of all of those in theater, plays are the best performing, and have the highest submission rate. People just like live theater, I guess? Plays area also just a huge outlier among all subcategories, as it makes up majority of the largest category in the entire dataset.
   3. Looking into the sub-categories for music shows far more interesting results. Rock has a 100% success rate, AND the most submissions – people really like rock music. Coming in second for the most submissions is indie-rock with still, a very high success rate. The rest of the data is a bit inconclusive, except for that faith, jazz and world music are the worst performing.
   4. The final conclusion we can make from this data is that a very large majority of Kickstarter submissions come from the US.
2. What are some of the limitations of this dataset?
   1. It may be useful to see the demographics or those pledging. A lot of deductions could be made by seeing who is willing to back up a Kickstarter.
3. What are some other possible tables/graphs that we could create?
   1. I think ratios would be really helpful in order to see the average donation per category. This would mostly be used to see, out of the successes, how much are people willing to donate? Out of the failures, were people not willing to donate as much? Why?
   2. As a subset of this, it would be very helpful to chart how much their goal is for all states (successful, live, failed, etc). It’s highly likely that those who were deemed as successes just had lower goals compared to those that were not (this is just a hunch, I haven’t analyzed the data to back this up since we’re only using the charts created.)