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Data Analytics Bootcamp

Homework #1

1. *Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?*
2. Within a given category, certain sub-categories are more likely to be successfully funded than others. For example, a rock music project is more likely to be funded than a jazz project. It is important to consider the sub-category when creating a campaign.
3. Entertainment such as film/television, theatre, and music are more likely to be funded than tech, food, or games. The majority of campaigns are in entertainment categories.
4. The overwhelming majority of campaigns are American. In fact, the number of American campaigns is greater than the amount in all other countries combined (3038 vs. 1076).
5. US projects are also 5% more likely to be funded than in other countries (55% vs 50%).
6. *What are some limitations of the data set?*

The data doesn’t tell us whether there are multiple campaigns from the same fund-seekers. I would be interested to see whether people become more likely to receive funding as they create more campaigns. It also doesn’t tell you whether the project is successfully completed after it’s been funded. I would like to know the rate of fraud on Kickstarter. I guess I should research that.

1. I actually created a couple other pivot tables in response to question 1. I used a pivot table to compare the number of campaigns by country, as well as their rate of funding. Another one I can think of is to have a table showing whether time of year or even time of day might influence a campaign’s success.