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Data Science Bootcamp

Assignment 1 – Excel

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   1. Campaigns related to entertainment are the most successful, with categories in theater, music and film/television having the highest number of successful campaigns.
   2. The month in which the campaign was started does not have a significant impact on the campaigns chances of being successful.
   3. Campaigns related to technology are more likely to fail or be canceled than any other category of campaign.
2. One limitation of this dataset is that I do not know if this is representative of all projects, or if some have been omitted. The date range is from 2009 – 2017. I do not know if that is inclusive of the entire life span of Kickstarter, or if it is just a portion of all projects.
3. Further analysis could be done to look at what else makes a project more likely to succeed aside from the category it is in. I’d like to see how the fundraising goal impacts a project’s success. I would also want to look at outliers for both goal as well as total earned. This could be done using a box and whisker graph. Another interesting comparison would be percent raised compared to length of the campaign. I’d also like to see a geographic representation of all projects. Which countries launch the most successful projects, failed projects, canceled projects?