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Homework Assignment 1

1. One conclusion that we can make is that Kickstarter campaigns related to music were the most likely to be successful of all the categories. Of the 700 total music-related campaigns, 540 were successful, roughly 77%. This is the highest of any category.

Another conclusion that we can make is that there are more successful Kickstarter campaigns in the month of May than there are in any other month. In total, there were 233 successful campaigns in May, 20 more than the next closest month of June.

A third conclusion that we can make is that people attempt to launch Kickstarter campaigns based on plays more than any other sub-category. There were 1066 play-related campaigns launched, over four times greater than the next highest sub-category, rock.

1. One limitation of this data set is that it does not consider external factors that could result in changes in campaign funding. For example, if the economy is undergoing a recession, people may be less likely to contribute to Kickstarter campaigns on a macro level. Another example would be if there is a new, successful company in the same category as a campaign, it might be less likely to receive funding as the idea has already been realized.
2. Another graph that we could create would be to look at the effect of spotlights and staff’s pick on funding outcome. In theory, being highlighted by Kickstarter should result in better funding outcomes, however this graph would verify that. Another interesting lead would be to look at the relationship between average donation and number of backers. I would hypothesize that as the number of backers increases, the average donation would also increase as investors feel more confident that the campaign and project will be successful.