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BCS Homework 1

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

Here are five conclusions.

1. The three most popular (highest no. applications) categories are: “theater”, “music”, “technology”, while the four least popular (lowest no. applications) are: “journalism”, “food”, “games”, and “photography”.
2. In terms of success rate in Kickstarter campaigns, “music” is the most successful category, while “food” is the least successful one.
3. Overall, about half of all campaigns are successful.
4. By far the most popular (highest no. applications) sub-category is “plays”. It is also the second most successful sub-category, after “space exploration”.
5. In terms of success rate in Kickstarter campaigns, the early-year months (February through May) present slightly higher chances for success. The lowest-success month is December.
6. What are some of the limitations of this dataset?

One limitation, is that this dataset is heavily skewed towards US and Anglo-Saxon countries in general: USA is represented by 3038 campaigns, GB by 604, CA by 146 and AU by 74. All the rest of the world is underrepresented.

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

* Success rates by month, category, subcategory, country, year