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NW DataSci Homework 1

12/12/20

1. Three conclusions to draw from our data on Kickstarter campaigns include;
   1. Summer sees the highest volume in campaigns.
   2. Though December is the least busy time of year for campaigns they near 50/50 on success or not, the worst odds of the year and the only time failed campaigns outnumber successful ones.
   3. Avoid Septembers as well! While the success rate is higher than the failure rate, much like December this month sport relativity abysmal ratios of success to failures.
2. Limitations of this data set include both the fact that we have no insight into the campaigns besides base financial and timing data (i.e. no staff numbers or previous campaigns to compare with) as well as any internal data that maybe kickerstarter themselves would have like SEO data for said Kickstarter pages.
3. One possible combination of data I would personally be curious to graph is the rate of success compared to the ratio between goal and pledged financial backing. I would be curious to see any abnormal trends between (hypothetically) unsuccessful states and high goal/pledged ratios.