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1. By plotting the number of backers, we can see that the data is most dense in between 0 and 100 for successful campaigns and 0 to 15 for failed campaigns, despite having much larger maximum values. We certainly have several outliers in both data sets. Furthermore, the most successful campaigns tend to have smaller goals, less than $1000, and failed campaigns tend to have larger goals. This seemingly obvious idea is thankfully supported by the data set. It also appears that successful campaigns are more likely to succeed in the beginning of the year, peaking in May, while campaigns fail more often as the year goes on, peaking in July and October. Perhaps as people make “New Year’s Resolutions,” they feel compelled to help fund other people’s dream projects. Most of these campaigns come from the United States, a hearty 75%. Finally, we can see that campaigns in the theater and music categories succeed more often than campaigns in other categories, *in this data set*. Similarly, theatre and technology campaigns fail more often than the others. I will go into why this last conclusion may not be true when considering all Kickstarter campaigns.

2. I have no information about how this sample was selected from Kickstarter data. Therefore, the fact that theatre appears to be the most successful category, or that the US is the most frequent user of Kickstarter, may not be true should the data set have bias. Furthermore, we do see the average donation per campaign, but perhaps it would be useful to see the largest donation and the variance of donations. This information could be used to how variable the donations are, and to separate campaigns that were funded mostly by a few large donations and those funded by several smaller donations. We also do not know the country that donated most to each campaign.

3. For one, we could make a chart looking at the length of the campaigns and their relation to success and failure. We could make a chart comparing the average donation or percent funded given the campaigns country of origin. We could make a chart looking at success or failure based on spotlight or staff pick. We could look at the average donation or goals based on the category of the campaign. Finally, we could look at success or failure based on the date the campaigns ended, rather than when they were created.