Homework 1

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

1. Campaigns that fall within the Music category have historically been the most successful. 77% of all music campaigns have a successful outcome

2. The most used category is ‘Theatre’(34%), and subcategory ‘Plays’(77% of the theatre category campaigns and 26% of all campaigns) , but on average only have a 60% success rate

3. In 2014 initiated campaigns increased 357% from 2013, this also resulted in the year with the highest failure rate (43.29%)

2. What are some of the limitations of this dataset?

There are only 4K campaigns represented

Not all categories are included in this sample

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

A table and or graph that displays outcome % by year and compare a graph of campaigns initiated by year. This would be a visual indicator if the presence of competition influences outcome

Filter any of the pivot tables and graphs by ‘spotlight’ and ‘staff pick’ to determine what the impact of having increased exposure on the Kickstarter website. Bar graph