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**Data Analysis Bootcamp (University of Kansas)**

**Class Start Date: 8-Jul-2019**

**Homework 01**

**Date: 17-Jul-2019**

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

Our analysis shows that Kickstarter campaigns in the categories of theater, music, technology, and film and video, respectively, stand-out as campaigns that occur with more frequency than other categories. Conversely, Kickstarter campaigns in the category of journalism occur with the least frequency.

By far, more Kickstarter campaigns occur in the sub-category of plays than any other. While the sub-category of plays experiences the most successful campaigns, it also experiences the most failed campaigns.

Despite the intuition that individuals are most likely to give during the holiday season (i.e., December), fewer Kickstarter campaigns historically occur in that month than in any other. There is a sharp uptick in the month of January, however. This is most likely tied to individuals being more resolute at the beginning of a new year.

1. What are some limitations of this dataset?

We seem to be using absolute numbers to reflect both the goal and pledged amounts. For example, there is no consideration of the relationship between 1 AUD and 1 USD.

We don’t have any census information on the backers. For example, most of the funding may come from individuals in the United States, even for Kickstarter campaigns that occur in other countries.

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

Kickstarter campaign length (e.g., successful, failed, canceled, live).

Average donation as a percentage of the amount pledged against a Kickstarter campaign (e.g., successful, failed, canceled, live).