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Data Analytics M/W

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Homework 1: Excel

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   1. Every failed Kickstarter project did not reach their initial goal, however reaching a project’s initial goal does not necessarily guarantee success (e.g., cancelled projects).
   2. The most successful Kickstarter projects were those related to music and film/video, specifically documentaries (100% success rate); whereas the projects least likely to succeed were those related to journalism, and food, specifically food trucks (0% success rate).
   3. In terms of Kickstarter projects over time, projects are more successful over the summer months than any other. Failed projects also increased over the summer months suggesting that there are simply more Kickstarter projects launched in the summer. Cancelled projects remained fairly consistent throughout the years.
2. What are some limitations of this dataset?
   1. There are over 300,000 Kickstarter projects and our dataset consists of around 4,000 projects and therefore it could be argued that the sample size should be larger to increase generalizability of the conclusions. Also, the dataset doesn’t provide us a clear answer to “why?” does one Kickstarter succeed over another.
3. What are some other possible tables/graphs that we could create?
   1. You could create a correlation matrix table by running a multiple regression, which would determine not only if a relationship exists among many variables, but more importantly how strong is that relationship. Teasing out these correlations may provide greater insight into what should be investigated in future study.