Homework – Assignment 1

1. Given the data provided, what are three conclusions we can draw about Kickstarter campaigns?
   1. Both theater and music genres are the most successful Kickstarter campaigns.
   2. Theater has the greatest number of campaigns started on Kickstarter, it appears to be the most popular genre and journalism is the least popular genre on Kickstarter, there were only 24 projects and all of them failed.
   3. 53% of the Kickstarter campaigns are successful and 37% of the Kickstarter campaigns failed.
2. What are some limitations of this dataset?
   1. Not providing the number of people who were contacted and then contributed to the various Kickstarter campaigns.
   2. Demographic data was not provided of the people who contributed to the successful campaigns.
   3. It might be helpful to drill down into the subcategories to discover what types (of plays for example) have been successful.
3. What are some other possible tables and/or graphs that we could create?
   1. Show the duration of time between the successful, canceled and failed campaigns.
   2. Show the difference between the goal amount and average donation of the successful, failed and canceled campaigns.
   3. Show the pledged amount by category or subcategory.