Matthew Richtmyer

HW# 1 Responses

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

* There are temporal trends showing that success/failure rates vary by month. It appears that spring time months (e.g. May) are better than winter months (e.g. Dec) with more number of successful campaigns [Appendix, Figure 1]
* Lower financial goals tend to have a higher rate of successful completion (e.g. less than $5,000). This could be common since lower financial goals should theoretically be easier to crowdfund [Appendix, Figure 2].
* Campaigns centered around entertainment tend to be the most successful (e.g. most music areas including rock, metal, pop, and jazz have a nearly 100% success rate) [Appendix, Figure 3]. Therefore, all topics are not equally easy to crowdsource and achieve financial goals.

**Problem 2:** What are some limitations of this dataset?

* There are only ten years of data in this dataset (Kickstarter only launched in 2009, so this is the theoretical maximum amount of data). More, quality data would enable us to better understand trends within the Kickstarter investment space.
* One key piece of data that this dataset is missing is the market success. It is very possible that many of these Kickstarter campaigns were successful in achieving their initial funding goals but were not successful on the market. If we were interested in looking into trends about investing in Kickstarter projects, it would be more interesting to understand trends for successful, lucrative projects at larger scale.

**Problem 3:** What are some other possible tables and/or graphs that we could create?

* The column “staff\_pick” contains Boolean values which likely represent if they were featured on the Kickstarter website. This would likely get more traffic than other campaigns. It would be interesting to plot a bar graph showing the percentage successful/failed/canceled projects as a function of staff pick.
* Stacked bar graphs can be difficult to read – a simpler visualization for Figure 3 might be a pie chart that can be filtered by success criteria and category type.

**Appendix**

This section contains figures from the excel-challenge.xlsx workbook, which are replicated here for convenience.

Figure 1: Campaign success trends as a function of time. Note that the most successes occur in the spring months (Apr, May, Jun) and the minimum successes occur in the winter (December).

Figure 2: Percentage of goals achieved, failed and canceled with respect to financial targets set. Note the divergences of the successful/failed rates at the extrema. This is possibly due to the fact that easier projects will be easy to crowdsource and succeed versus more complicated projects which demand more resources and will be harder to deliver.

Figure 3: Successful Kickstarter Campaigns based on Sub-Category. Notice that most music topics (e.g. rock, classical music, metal) have nearly 100% success. Other successful topics include plays, but these have a lower success rate (~70%).