Kickstart Analysis

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

a) campaigns that involve the theatre are the most successful.

b) a little over ½ of all campaigns launched are successful.

c) April/May is the most favorable time for campaigns; Dec the least favorable.

2. What are some limitations of this dataset?

a) don’t’ have enough info to access why campaigns are canceled or have failed.

b) don’t’ know anything about the donors and frequency of ask in regard to the number or types of campaigns.

c) Don’t’ know anything about the campaign organizer(s) to see if the organizer has any effect on the campaign outcome.

d) goal/pledge not converted to “same” denomination… would be helpful to better compare outcomes.

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

a) Regression analysis

b) chart outcomes by country using same (add 2 columns to table to translate goals and pledges into single monetary denomination)

c) look at other relationships using line graphs: smooth averages for successes and fails and include trend analysis