Homework 1 Response

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

1: The top 3 most successful categories for Kickstarter campaigns are Theater (830 successful campaigns), Music (540 successful campaigns), and Film & Video (300 successful campaigns).

2: The most failed sub-category for Kickstarter campaigns is Plays (353 failed campaigns), but it is also the most popular sub-category (1,066 total campaigns).

3: Kickstarter campaigns are typically most successful in May, and least successful in December.

1. What are some limitations of this dataset?

One of the data set limitations is the generalizability of the people creating Kickstarter campaigns. For example, were the most successful campaigns created by people with any celebrity status or large followings?

Likewise, campaign view count should be included in the dataset. Did the top failed or canceled campaigns have low view counts? Did the most successful campaigns have the highest number of views? It would be interesting to compare view count, campaign success, and backer count.

Further, the dataset is limited in detailing how the campaigns were promoted, if at all. Were the most successful campaigns ever featured on the news or in commercials? Were they promoted on social media, and if so, which platforms yielded the most successful campaigns?

The dataset is also outdated. There should be data through 2020, or at least through EOY 2019, for better analysis of current campaigns.

In addition to country data, depending on the purpose of the analysis, it would be helpful to have the campaign locations broken out even further to detail cities or states (US).

1. What are some other possible tables and/or graphs that we could create?
   * + State of the campaign (successful, failed, canceled, live) by country
     + Average donation by category and sub-category
     + Percent funded compared to state of the campaign
     + Percent funded by category and sub-category