Peter Myers  
Homework 1  
January 18, 2019

Question 1:

1. Collapsing across all project categories, during all months, except for December, there are more successful projects than failed projects.
2. Across all countries, the “theater” category has the greatest number of projects and “journalism” has the least number of projects than all other categories.
3. Across all sub-categories, “plays” have the greatest number of projects that have been successfully funded (694) with “rock” coming in second with only 260 successfully funded projects.

Question 2:

This data set does not tell us how many *different* backers are included (i.e., One backer could have supported 1000 projects with $1 donations to each). While we know the average amount given per backer, we do not have information on the individual donations per project, so we are unable to get a sense of the median donation or the range of donations.  
When a project meets the goal, there is often a “reach” goal that the project tries to attain, however we do not know how many successful projects achieved the “reach” goal.  
It could be interesting to examine the rate or change of return for project owners to Kickstarter. If someone is successful in a project, are they likely to run another project the following year? If someone fails, what’s the likelihood of trying again the following year?  
Finally, it would be helpful to know *why* a project was canceled. Was it because of some violation of Kickstarter’s rules and regs? Was it because the project received external funding? Did the project owner die/company dissolve? Knowing this kind of information could help future project owners with “how to be successful”

Question 3

Additional Tables and Analyses

1. Allows for understanding trends per country on success and fail rates for Kickstarter projects. Additionally, it provides an idea of when Kickstarter became available in other countries (the table shown is only a portion of the full table).



1. This shows each funding category and the percentages of success, fail, cancel, and live states. This could help a potential project owner decide whether it is likely or not for their project to be successful.  
   From this data, I would be very hesitant to start a project under “journalism.”
2. This plot shows the number of backers in each category of project over 2009-2017. This not only shows that backing of food, journalism, and photography projects only started in 2014 (perhaps that is the year the categories were created); but it also shows that the number of backers dramatically dropped in 2017.
3. Here’s a table to t-tests, with highlighted cells showing a significant difference in average amount given per backer for successful projects in the respective categories. The significance is based on a corrected alpha for multiple comparisons (Bonferroni) such that alpha was set to 0.0014.

The below graph shows which category had the higher average backer donation.

