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Data Science Boot Camp

Excel Homework Assignment

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

One conclusion we can draw is that the lower the goal amount of a project, the higher the chances the campaign has at being successful. Another conclusion is that food projects have a significantly higher rate of failure than most other projects. Finally, it would seem that the time of year also plays a role, as success seemed to be much more likely for campaigns that are started between February and July.

1. *What are some limitations of this dataset?*

We are not able to see any data regarding specific amounts that people have contributed. We can only refer to the total number of dollars vs total number of donors. It would be nice to have some way of knowing general contribution amounts such as those who gave $1, or those that gave $500, or event more. Additionally, we have no way of seeing what kinds of perks were offered in exchange for supporting the projects, nor do we have any data regarding traffic or visibility to the campaign’s page, both of which could have a sizable impact on the outcome.

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

We could visualize more tables showing how the number of contributors and the amount they are contributing impact the campaigns in general. For instance, it would be interesting to see what successful projects have a low average donation amount, but have comparatively high numbers of contributors. Similarly, it would be interesting to see projects that have very few donors, but much higher amounts contributed to the campaign. Also, we could make graphs that compare campaigns that received the spotlight against those that did not, and see how that impacted the rate of success.