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Homework 1

2/13/19

Observations:

1. Music seems to have the best overall success rate.
2. Theater has a huge share in the Kickstarter market and it seems to be competitive based on this data.
3. If you want to run a Kickstarter campaign, better to launch at the beginning of the year as the rate of successful campaigns tend to drop after mid-year.

Some limitations include:

* static data
* all reactive observations (campaigns ended) so more of a retro instead of real-time analysis

Some other questions to dig into include:

1. Are campaigns more successful if they have a higher number of backers?
2. What’s the success rate of campaigns that were spotlighted on Kickstarter?
3. What’s the success rate for international campaigns?
4. What’s the ‘sweet spot’ in terms of setting a goal for funds? How can you set a realistic goal and still get the funds needed?