HOMEWORK ONE REPORT

Kickstarter

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?

The data provided within the Kickstarter campaigns shows us that the category of theater was the most funded and successful. Music was also quite successful but it had less investment than theater. In terms of number of investors (backers count) technology category is where more investors decide to participate. We can also see that most of the Kickstarters funded are located in the US. Finally, by looking at the projects in time, there is a trend where by the end of the year, these projects tend to fail or decrease their probability of success.

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

Some limitations of this dataset are that it does not present an actual return on investment, so we can’t clearly see which project or which category was the most successful in terms of profitability. Another limitation is that we do not know the actual size of the population, so that makes us doubt if we are using the correct sample size.

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

We could create a filtered pie chart to show the amount funded per category and by country. This way, investors could see which category was the most successful to invest. A pivot scatter chart would also be great in order to see the success per category with a trend line in it.