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Unit 1 Homework

April 1, 2020

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

Three conclusions I can draw given the data are:

* The “Theater” category has the highest number of campaigns that ran. This tells me that the big percent of backers and campaigners who use Kickstarter may be theater lovers.
* Although Theater has the highest number of campaigns, “Music” has the highest success rate at 77% compared to Theater at 60%. The following music subcategories have 100% success rate: rock, electronic music, classical music, pop and metal. Upon calculating the average goal amount, I found that “Music” had the lowest average goal amount which tells me that its success rate may be due to its low goal amount. A low goal amount is easier to reach than a higher one.
* More campaigns succeed rather than fail in all months except for December. This may be due to the holiday season, when people tend to spend on gifts for loved ones and holiday gatherings. They may not be as generous to make donations at this time.

1. What are some limitations of this dataset?

* The dataset used different currencies making it harder to analyze by amounts.
* No data dictionary was provided. It would be helpful to know the definition of each column.
* We don’t know the amount each backer donated to a campaign.

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

These are some of the tables we can create:

* Success rate by category, subcategory
* Average goal amount of successful campaigns compared to failed campaigns to see if there’s a correlation between goal amount and success.
* Length of campaign by state

Bonus:

1. Use your data to determine whether the mean or the median summarizes the data more meaningfully.

* The median summarizes the data more meaningfully than the mean because of outliers.

1. Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?

* There’s more variability in the successful campaigns than failed campaigns. This makes sense because successful campaigns are greater in number and also, they tend to have more backers.