Homework #1 Questions

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

Conclusion #1: Campaigns in the realm of theater garnered not only the most kickstarter campaigns but also the most successful campaigns. Theater had a Grand Total of 1393 Campaigns started compared to the lowest category of Journalism that only had 24 in comparison.

Conclusion #2: When analyzing Sheet4 Line Chart- Campaigns that raised the most money/were successful came in the months May/June- Assuming a time in the year people have a surplus cash flow and willing to give, compared to the downward tick after this till November/December lowest point where it can be assumed that it is “Holiday Season” and people are saving/cutting costs.

Conclusion #3: When filtering the total pledged amount from highest to lowest it was evident that the most money was raised for innovative ideas in the technological field. In fact out of the top 10 most funded campaigns 9/10 or 90% of them were in the technological field averaging close to $1,000,000 in average pledge amount**.** If one is looking to create a campaign in this sector for a new innovative idea they should set the bar high!

What are some of the limitations of this dataset?

The first thing that I found that could effect the results/limit our conclusions is the volume of users Kickstarter had/has throughout the years. When looking at the Data Conversion Created timeline it shows that campaigns have ranged from the year 2009 till date. It is very possible the website traction as well as user growth could have definitely impacted the number of pledges as well as the amount of donation. If we were able to obtain the amount of people that visited Kickstarter platform each month throughout the years or each year we would be able to come up with a better conclusion about how much a start up should expect/create a goal amount for.

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

1. A pie chart for the percent funded would be a great way to analyze how each parent company does as a whole and which is more lucrative in funding/goal comparison
2. Another great chart would be a line chart showing the comparison between average donation and percent funded- showing how each is related to each other can help start-ups know what they should expect/look for from each individual to reach their goal.