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GW Data Analytics Bootcamp

HW 1 Report

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

- The majority of Kickstarter campaigns are successful.

- December is the only month where the number of failed campaigns are higher than successful campaigns.

- Theater and Music are the categories with the most amount of campaigns posted on Kickstarter (the majority of the campaigns within these categories are successful). The sub-category “Plays” has the most successful campaigns with 694 of the 1066 total campaigns (including live campaigns) being successful.

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

-There are categories such as “staff picks” which may have increased visibility or marketing within the Kickstarter platform.

* The data also doesn’t take into account other platforms (social media, digital media, etc.) that could affect the campaign’s success. If somebody has a large following on another platform to promote their Kickstarter campaign they will likely see more success.

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

-We can see which campaigns went over the goal and by how much. We can then extrapolate by category/sub-category and date.

-We can trace the outcome of “staff picks” campaigns and whether they were generally more or less successful than non-staff pick campaigns.