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Homework 1

1. Although theater, in particular plays, has the most successful number of campaigns on Kickstarter, you are more likely to have a successful music campaign, as the category has the best success rate.   
   Food is possibly too hard of a sell for a platform like Kickstarter as it has the lowest success rate of the categories.

Timing of campaigns may be key; there seems to be seasonality to giving to Kickstarter campaigns, as successful campaigns peak in May and significantly drop in December.

1. Success and failure on a platform like Kickstarter may be biased to people who have larger networks to tap into, since most campaigners would start by asking friends and families to donate.   
   This data does not include how many or what prizes were given away to backers of the campaigns. Better prizes at higher donation levels may push up average donation levels and create successful campaigns.   
   We are unable to see these effects using this data set.
2. With the data given, I would want to add a column for the length of time that each campaign ran for. Using this additional data, I would want to compare in a line chart the differences of length of time for successful and unsuccessful campaigns. The x-axis would be length of time and the y-axis would be number of campaigns. This may give insight on how long to run campaigns for those setting them up.  
   A comparison table I would want to see is the average donations for successful and failed campaigns, either for given goal levels or by category. Insights gained from this could assist someone setting up a campaign by establishing baseline donation goals for their campaigns which could translate into the tiers at which they give backer prizes.