Terry L. Lashley

Homework #1 Report

GA Tech Data Science BC

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

A. The lower the goal the higher the probability of success, and the lower the probability of cancelation. This seems evident in the “Outcomes Based on Goal” chart. Kickstarter campaigns with a initial goal under 1000 have been successful 71% of the time. Whereas, Kickstarter’s who’s initial goal is greater than 50,000 have a 16.37% chance of success.

B. Three strong Kickstarter categories are Film & video, Music, and Theater respectively 300, 540, and 839. These categories demonstrate an area for future investments for investors.

C. The majority of the projects set a goal between 1000 & 4999 with a 66% success rate and a 4.25% cancelation rate

2. What are some limitations of this dataset? There is missing information that would be critical in making business investment decisions such as market data. Location, demographics and market conditions at the time of launch are critical to the success and failure of the kickstart. This data set also does not represent the competition of each kickstart. The degree of competition within the given market has a great impact on the outcome.

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

One additional graph that could bring good information would be a comparison of the times between launch dates and deadline times in comparison to the success rate. Also The success rate with in each country.