Tony Phelps HW 1:

3 Conclusions that can be drawn from this kickstarter dataset are:

1. More Campaigns succeeded with a goal between $1000 and $5000, but the highest percentage of successful campaigns had a goal of less than a $1000 (aim small, miss small), but you don’t need a data set to prove that you are more likely to achieve your goal if you have lower expectations… haha.
2. More campaigns succeeded in the theatre and music categories than others.
3. Technology raised more money than any category.
4. Science Fiction had fictional goals.

Limitations of data set:

1. It is fairly hard to understand the sentiment or moral essence of these campaigns with the provided data
2. There is no data on marketing of these campaigns which could have had a profound impact on their success… i.e. (amount of $ spent on sponsored ads, amount of social media posts/shares, amount of $ spent on content/media creation for the campaigns, etc.) Geographic data and amount of views/clicks on page would be helpful too.

Other Graphs/Tables:





