VU/Trilogy Data Analytics Bootcamp

HW1 – Kickstart

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* Given the provided data the following three conclusions can be drawn:
  + Except for the last month of data, more campaigns are successful than fail; however, the gap varies. The number of cancelled campaigns is lower and more consistent on a monthly basis. There is little variance in cancelled campaigns.
  + Music, film & video, and theater campaigns succeed more than other categories; while journalism and food fail more than other categories.
  + If wanting to start a new campaign, looking at the history of category results can help improve the chances of a successful campaign.
* What are some limitations of the dataset.
  + I am not too sure about dataset limitations. Possibly looking at data for more than one year, having a minimum number of campaigns within a category, or other information. Also, looking as campaigns based on dollar amount could provide interesting information.
* What are some other possible tables and/or graphs that we could create?
  + Looking at graphs by dollar size or success percentage could be informative.