Homework 1

1. The most significant conclusion the data provides is a clear downward trend in the success rate of projects as the amount of the fundraising goal increases, with a %71 success rate for projects under $1000 decreasing to %19 for goals over $50,000.

The Theater category dwarfs all others, almost doubling the next highest category (1,393 projects for Theater, 700 for Music). Within the Theater category, Plays are the most prevalent sub-category, with 1,066 projects to 140 for musicals and 187 for spaces.

The majority of kickstarter projects take place in the US, with 3038 of 4114 (%74).

1. A possible limitation in the data set could be information regarding the entity creating the kickstarter. If the same person or group has requested funding for multiple projects, it would allow for a breakdown of success rate per entity.
2. Other potentially useful graphs/tables could include the average donation, number of backers, and funding % fields sortable by year/category/sub-category/funded state. For example, the sheet titled Avg # of Backers displays a pivot table with the average number of backers per category and funded state. The accompanying graph plots the average number of backers per category with separate columns for canceled, failed, and successful projects.

This data could be compared with information from other pivot tables/graphs to draw further conclusions. As seen in the Funded State by Category sheet, the Theater category had the most projects by a significant amount, with 1,393 projects. Comparing this data with the average number of backers (70 per successful project) paints a picture of a large number of projects with a relatively small number of people involved per project.

The Technology category on the other hand shows many more people involved (757 per successful project), but fewer projects (600 total projects compared to 1,393 for Theater).

Another useful graph could involve breaking down the Success Rate per Goal Amount by category/sub-category, which would show trends in the amount of money requested per category.