Bill White

Homework One – Question Answer

Conclusions

1. Campaigns launched from February to May have a higher success rate relative to failed campaigns than throughout the remainder of the year.
2. Kickstart funding is widely used and relatively successful for funding plays
3. Kickstart funding has not been successfully used to fund animation, children’s books, fiction, food trucks, gadgets, jazz, nature, people, places, restaurants, video games, web and a few other categories.

Limitation of the Data Set

1. We do not know what percentage of total kickstart campaigns this comprises – is this a representative population?
2. Are the results truly driven by the subject matters of the kickstart campaigns or are they reflective of the people running the campaigns – for example, are people who run campaigns for documentaries just better at it than people who run them for animation?

Additional Table and Graphs

1. Percentage of total attempted vs successful by category – obviously this is one of the bonus examples but an obvious chart to create for analysis.
2. Look at money sought by subcategory and compare this to the success rate of each subcategory. Useful to determine if certain subcategories sought funding in amounts that exceeded where campaigns are generally successful.
3. Look at success rate of each subcategory across different dollar amounts. Different subcategories may be successful at different targeted funding amounts.
4. Look at success rates by year by subcategory. See if there are any current trends. For example, are documentaries just finding success recently in which case this is a trending subcategory? Also, were plays 100% successful years ago but much less successful in recent years – or vice-versa?