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Data Science Bootcamp

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Starter Book Report

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. Film & video, music, and theater are the most frequent and most successful categories of Kickstarter campaigns. Entertainment seems to be dominant among campaigns. As an industry, entertainment has been around for a long time so people generally understand that it takes a significant amount of time and money to produce something like a movie or an album.
   2. Furthermore, documentaries, rock music, and plays are the most frequent and most successful sub-categories of Kickstarter campaigns. It is easy to generate proofs of concept for these productions. Documentaries often have reliable sources for information and visuals. Rock bands usually have samples of what their music will sound like. Theatrical plays have outlines of the plot and the producers’ substantial level of experience.
   3. The higher a Kickstarter campaign’s goal is, the less likely it is for it to succeed. Regardless of how good an idea may seem, there is still a limit to how much people will pay without an immediate return. If a campaign exceeds this limit, it is not likely to succeed.
2. What are some limitations of this dataset?

One limitation is that there is no meaningful way to quantify or make useful data for pledge incentives. Most Kickstarter campaigns have tiered lists of rewards that people can expect to receive based on how much they decide to pledge. The more a single person pledges, the better and more abundant of a reward they can expect. This increase in returns makes pledging more enticing. It is difficult to measure the quality of multiple rewards as well as the ratio of cost and quality, so there is no feasible way to properly represent the efficacy of this reward system.

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

We could create tables and graphs that measure goals against categories and sub-categories. The average projected cost or frequency of projected costs organized by categories or sub-categories can provide insight into how successful a Kickstarter campaign will be. This correlation of cost and success was revealed earlier in the data and can be further investigated.