Homework 1 Kickstarter Dataset

1. What are the 3 conclusions we can make about Kickstarter Campaigns?

--- Theater, Music, Film&Video are the top 3 categories that are successful.

--- Plays, Rock, Documentary are the top 3 sub-categories that are successful.

--- While the number of campaigns canceled stay relatively stable from month to month, successful campaigns experience a downward trend from May to Dec, and the number of failed campaigns fluctuates between 100 and 150.

1. What are the limitations?

--- There is no data dictionary, analysts have no idea what currency\_trailing\_code is. What do disable\_communication, backer, spotlight mean? It’d be nice to have a short paragraph explaining how kickstarter works and what those terminology mean.

--- Nothing was mentions about the variable “Years”, I used the created date to calculate years but felt like the instruction should explain.

1. Other tables / graphs we could create?

--- pie chart to see the distribution of those 4 different outcomes

--- calculate a “# of days” column using “Date Ended Conversion” – “Date Created Conversion”, and plot the mean for each outcome in a column chart

--- For each country, figure out the % for each outcome. Create a pivot pie chart that can be filtered by country and category.