HW1 Questions

* *Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?*1) **Music** campaigns are the most successful. 77% overall success rate but **Rock** music campaigns are especially fortunate with a 100% success rate.  
  2) It appears **Food** and **Games** Kickstarters are largely unsuccessful, but drilling down into the subcategories reveals 100% success rates for both **Small Batch Food** and **Tabletop Game** campaigns.  
  3) Setting realistic and tight goals may be a factor in success. Campaigns with under $5,000 as a goal are over 65% successful. The low 5-digit goals have around a 50% success rate but for any goal over $40,000 the success rate plummets.
* *What are some limitations of this dataset?*The dataset is small overall. Five of the categories only have a couple hundred data points. Kickstarter has had around 453,000 campaigns over the last decade and our data represents less than 1% of those. Furthermore our data doesn’t seem to be a representative sample as several campaign categories are not in the data set.
* *What are some other possible tables and/or graphs that we could create?*I’ve included a couple in my project:  
  1) Percent of each state by category was helpful in determining which type of campaign is most likely to succeed.  
  2) I included probability distribution curves to illustrate the extreme effect of outliers in the data. The majority of successful campaigns receive under 100 backers but a small fraction go-viral and receive 10s of thousands.