**Report for HW#1**

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?

**Answer:**

1. In terms of category, music is more likely to be successful. Film & video and theater have more chance to be successful than failed, the chance is not as high as music, but higher than the other categories. In terms of sub-category, there are several of them has 100% successful rate, like classical music, electronic music, hardware, pop, rock, tabletop games, television, etc. Among the others, indie rock and plays has higher successful rate than the other sub-categories. In conclusion, projects like music/pop, music/rock, music/electronic music, film & video/television, theater/plays are more likely to raise enough fund and to be successful. These are wise choices when choosing the subjects of projects.
2. Statistically January is the best month to raise fund. According to the outcome in February, the number of successful states increase while the number of failed states decrease at the same time. This may be caused by the “January Effect”. The theorem states that January is the first month of a new year and people are more willing or more confident to invest during this month. Therefore, those projects can raise fund more easily in January. March is also a good month since the outcome in April indicates the same trend as January to February. From April to May, the increasing rate of successful states reaches its maximum, but on the other hand, the number of failed states increases, too. In conclusion, for a project to raise fund, January and March are better choices. If you miss the opportunities in January and March, April is also an option.
3. In terms of the goal, the less amount of goal money to raise, the more chance the project is likely to be successful. For the goal money between the range of 15000 to 34999, and 45000 to above, there is more chance for the project to fail rather than to succeed. For the goal money between 35000 to 44999, there is a higher chance for the project to succeed rather than to fail. In conclusion, to gain a higher chance for the project to succeed, the goal money should be set below 19999 or between 35000 to 44999.
4. What are some of the limitations of this dataset?

**Answer:**

There is no data related to the factors/reasons why some of the categories/sub-categories are failed. Therefore, we cannot perform analysis to investigate the influence of these factors on the failures of these projects.

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

**Answer:**

We could create another stacked column chart for different years or a plot of successful rate for different categories/sub-categories versus years to reveal the trend of successful rate of different categories/sub-categories as time goes by, from past to now.