**Responses to Questions for Homework 1:**

**Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?**

1.Both successful and failed campaigns experienced a spike in October after a steady decline over the summer months of June, July, August and September.

2.Successful campaigns peaked in May and hit their lowest point in December.

3. As the number of failed campaigns decreased steadily over the summer months, the number of failed campaigns steadily increased.

One could suggest that it is better to launch campaigns in the first 5 months of the year than at any other time during the year.

**What are some limitations of this dataset?**

This data set does not allow for much insight into the more subjective aspects of a successful campaign. For example, was the “blurb” about the campaign on the Kickstarter website. If so, is there any correlation between the quality of the “blurb” and the number of backers a campaign got. Additionally, was the campaign aggressively promoted on social media or by word of mouth? Kickstarter campaigns can also offer promotions to their early backers. Were some “better” promotions than others? One doesn’t have a sense of factors beyond launch date/end date, the amount of backing, and perhaps country to correlate to campaign success.

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

Another graph that could be created would be a comparison of the outcome of a campaign to its duration (time between launch and end dates). Is there an argument to be made for an optimal about of time to keep a campaign open or the least amount of time to keep one open to see success?

Another graph may also normalize the amount of backing money to the same currency to better determine trends across countries with regards to backing. Is there a trend between the amount of money normalized to USD or AUD or GBP and its outcome? Is there a range in the backing amount that supported successful campaigns vs. failed ones?