Homework #1:

Due: Saturday, April 20, 2019

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

1. Don’t request large amounts of money if you want to have a successful campaign. The top 49 projects (in terms of funding goal size) were all cancelled or failed, likely because of audacious funding requirements.
2. The average successful donation ($18,579.28) is much larger than that of the cancelled ($7,286.34) and failed ($1,855.53) donations.
3. The most campaigns are performed in the 2nd quarter of each year (1,094) vs 1st quarter (1,016), 3rd quarter (1,016) and 4th quarter (938).
4. The more backers you have the better your chances are for having a successful campaign. Only 9 out of the top 200 campaigns (as measured by the greatest number of backers) were unsuccessful or failed.

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

1. There is no data to suggest why a given program failed or succeeded. Other factors are likely involved such as marketing effectiveness, sales, outreach and communication, etc.
2. There is no data regarding why a project was cancelled or failed. For example, the donations could have been doing well, but the company had to cancel the campaign for a completely different reason.

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

1. You could create a chart that shows the success rate by country.
2. You could show the success rate across the years.
3. You could figure out the overall average donation sizes for the various states.
4. You could chart the “staff picks” against the non-staff picks to see if there was a material difference in the end state.