**HOMEWORK 1 – INSIGHTS FROM KICKSTARTER CAMPAIGNS**

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

1. According to the analyzed data, Kickstarter campaigns have slightly more chances to be successful (54%) than canceled (9%) or failed (46%). Nonetheless, the likelihood changes if we take into account the type of campaign; for instance, technology-related campaigns are canceled more often than others are, whereas music and theater initiatives tend to be more successful than others do.
2. The most popular type of campaign-by far- is theater, followed by music and technology. The least popular is journalism.
3. As expected, campaigns asking for larger amounts of money are less likely to succeed and more likely to fail or be canceled.

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

* The data does not allow seeing how the money was raised during the campaign duration. Is most of it earned at the campaign’s start, middle or near the end? Impossible to know with the given data.
* We cannot find gender-related trends as well. Are men more likely to support campaigns than women are? Which kinds? Are women-led campaigns more likely to succeed or fail? Does it depend on the type of campaign or not?
* Age and nationality could be other interesting factors.

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

* A pie chart showing the percentage of successful failed and canceled projects.
* A scatter plot showing the relationship between the amount of money pledged and the campaign’s duration.
* A scatter plot showing the relationship between the amount of money pledged and the number of backers.
* A table showing the average donation per category and subcategory.