**Homework #1 Summary – Kickstarter Campaign Data (Excel)**

Over $2 billion has been raised using the massively successful crowdfunding service, Kickstarter, but not every project has found success. Of the more than 300,000 projects launched on Kickstarter, only a third have made it through the funding process with a positive outcome.

Getting funded on Kickstarter requires meeting or exceeding the project's initial goal, so many organizations spend months looking through past projects in an attempt to discover some trick for finding success. For this week's homework, you will organize and analyze a database of 4,000 past projects in order to uncover any hidden trends.

**Summary Questions (Homework):**

1. **Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?**
   * Theater, music projects and film & video projects have over a 50% success rate, while all others have less than 50% success.
   * Theater and Music make up over half the total projects by category on Kickstarter, while plays are by far the largest sub-category of projects (1066 vs. next highest sub-category of Rock with 260).
   * Projects with lower goals have a higher success rate vs. projects with larger goals
2. **What are some limitations of this dataset?**
   * We have total $ pledged, and can calculate an average $ pledged by backer, but we can’t tell if projects tend to be funded largely by a small number (or one) big donor or if these projects are truly funded by small contributions from a lot of people
   * There is no information about who the project owners are, so we can’t relate any project info by project owner/sponsor
   * It isn’t clear from the descriptions who the target customer/audience of the project is, so it isn’t possible to relate project success to target customer
   * Unclear definition of “staff pick” or “Spotlight”
3. **What are some other possible tables and/or graphs that we could create?**
   * See excel workbook tab “Other possible tables”
     + Avg. # backers by project state
     + Top 4 countries by project state
     + Spotlight project state vs. others