**Home Work 1**

**Question 1**

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

Response

I have described the conclusions based on each Pivot Table as follows:

From **Pivot Table 1**, we see that the overall campaign success rate across the categories is 53 percent. Top 3 successful categories are: Music, Theater and Film & Video. Least successful categories are: Food, Publishing and Technology (followed closely by Games). Top failures are Food, Games and Publishing.

**Pivot Table 2** tells us about the outcome of subcategories. The subcategories that were 100 percent **successful** are:

classical music;

documentary;

electronic music;

hardware;

metal;

non-fiction;

radio & podcasts;

rock;

shorts;

tabletop games; and

television

The subcategories that **failed** 100 percent are:

animation;

children's books;

drama;

fiction;

gadgets;

jazz;

mobile games;

nature;

people;

places;

restaurants; and

video games

Among the successful "categories", it appears that most of their "subcategories" were also successful; i.e., the burden of success was not carried by just some subcategories.

From **Pivot Table 3** it appears that “Success” or “Failure” generally seems to be independent of the month which means if there are supporters, they will likely support any time of the year. Campaigns that are kept "live" are found in January through March. I don't know if this means anything. Besides, one would assume that a "live" campaign would not have an end date. A cursory examination of the raw data indicates that even the subcategories for which it is listed as "live" in the "outcome" column have end dates. Moreover, these end dates are within the same range as the categories having other "outcomes" approximately a month from the time the campaign began.

**Question 2**

What are some of the limitations of this dataset?

Response

The raw data shows multiple currencies. This tells us what kind of support is there for each of the subcategories from different countries. If some means of normalization was provided (exchange rates so that we could convert every pledge to one standard currency) we could estimate the relative geographical popularity of categories. This might influence prioritization of decisions.

**Question 3**

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

Response

1. We could create Pivot Tables based on country and study relative pledges.
2. We have calculated average pledges (which is potentially a proxy for popularity of a given category) but we did not create any graphs or tables to compare them for subcategories or categories.