**Assignment1**

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

Ans.

-We can conclude that theater, music, and film and video were the most successful campaigns from the dataset however theater projects were also most likely to fail in the dataset, with technology campaigns following as a close second.

-From the successful theater projects 82% of the campaigns (694) were from plays, which means campaigns from plays as a subcategory were more likely to reach their goal, and overall from 2009-2017, theater projects were likely to reach their goals in the months of summer(Jun-Aug).

-When analyzing the music category, I came to find that rock and indie rock musical campaigns were more likely to reach their campaign goals with most campaigns reaching their goals from March to August,

-For the film & video category documentaries were more likely to achieve their target, while drama and animation films were failing their campaign goals. However, most projects reached their goals in the months of April, May and July.

-For the technology category hardware projects were most successful while wearables and web-based campaigns were failing their campaign goals. Over the years, technology campaigns were more likely to reach their goals in the month of May and August.

Q. What are some limitations of this dataset?

Ans.81% of the dataset comprises of observations from 2014-2017 and overall 34% of the data observations belonged to the theater category and0.58% of the observations were from the journalism category, which may lead to biased/skewed results. We also do not have geographical data of the campaigns to determine which categorical campaigns are more popular in which states/regions.

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

Ans. We could potentially make a new column to investigate whether campaign duration, deducting the date campaign ended from date campaign began to determine whether longer campaigns are more likely to reach their funding goals vs shorter duration campaigns.

We could also plot pledged amount by category to determine how much dollars raised per category/sub category or determine whether which categories had unrealistic or very high goals to meet, making them more likely to not obtain their goals.