Homework 1

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. Kickstarter campaigns are mostly successful, especially when they fall into the theater category.
   2. The most successful sub-category in theater and overall is “plays” with 694 successful campaigns. The next most successful sub-category was “rock” with 260 successful campaigns.
   3. Overall, successful campaigns most often occurred in the month of May and failed campaigns occurred most often in the month of July.
2. What are some limitations of this dataset?
   1. This data set only has data up to 2017 so it is a bit out of date and any conclusions made from will be based on stale data.
   2. The time between date created and date ended were all different, which may not be a limitation overall, but prevents standardization in data to do further analysis with these fields.
3. What are some other possible tables and/or graphs that we could create?
   1. Pivot table including state and country, then adding in a stacked bar to see country by state.
   2. Average donation per country shown as a bar chart.
   3. Average donation per category shown as a bar chart.
   4. Showing overall state broken down in a donut chart.
   5. Backers per category and sub-category in bar charts.
   6. Heat map of number of campaigns per country.
   7. Gauge chart to show goal vs. pledged