Homework 1.

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

The main categories that do Kickstarter campaigns are Film/Video, Music and Technology. Within those categories, the most popular sub-categories are Documentary, Rock and Wearables, the first two being the most successful categories.

All campaigns that were in the ‘Spotlight’ section or were a ‘Staff Pick’ were successful, which indicates that being highlighted in the Kickstarter website is a strong indicator that the campaign will succeed.

The month of June had the most campaign submissions, but May has the most successful campaigns (233 campaigns, 60.5% successful). Usually we observe a larger volume of successful campaigns than failed or canceled, but December was the only month when failed campaigns were higher than successful campaign volume.

1. **What are some limitations of this dataset?**

There is no data to specify when the goal was hit. There are special characters in both ‘name’ and ‘blurb’ column. It is unclear if this is the full dataset for the date range (2009-2017).

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

By Country;

By Staff Pick;

By Spotlight;

By Backer Volume (categorized in ranges);

By Months in market (difference from launch date and deadline);