Cecilia Tipton

HW #1

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

* 1. There are more successes than failures or cancelations—meaning more campaigns met or exceeded their goals in terms of funding compared to campaigns that did not meet the goal or canceled their campaigns prior to meeting the goal.
  2. As the goal amount increases, the number of successes drop, failures increase, and cancellations slightly increase but not too significantly.
  3. Theater seems to be the most popular category on Kickstarter. Then when broken into sub-categories, plays have the most campaigns and there are more successes (65%) than failures (33%) or cancellations (2%).

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

It is difficult to measure the extent of success and failure because each campaign designates their own “Goal” so those with lower funding goals may be considered successful, while some campaigns may have raised more $ but did not meet their “goal” and can be considered a failure. Also, when broken down into sub-categories the sample size is not very large so it is hard to draw conclusions that would be very statistically significant.

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

We could isolate the numbers of successes, failures, and cancellations based off of how long the campaign ran for from date created to date ended in order to see if that had any effect on the outcome. Similar to the bonus portion of the assignment, I would break this into separate lengths of time and use a line graph to illustrate the results.