Assignment 1 – Carol Fogel

1. Three conclusions:

* Categories / Sub-Categories having the largest number of projects had the largest success rates - Theater (plays) and Music (rock).
* Most successful projects were launched in May and June. Least successful projects were launched in December.
* Failure rates incrementally increased as the goal increased, aside from the slight decrease in the $20K to $45K goal range. Conversely, success rates incrementally decreased as the goal increased, aside from the slight increase in the $30 to $45 goal range.

2. Limitations of the dataset:

* Doesn’t contain data concerning length of project that was used to measure success or failure. For example, how many times was the film aired, how many times was the play performed, how long was the game out for sale, etc.
* Doesn’t define what ‘successful’ or ‘failed’ means. A failure of a large project could equate to a success of a smaller project.

3. Other useful tables/graphs:

* By country, to see the distribution by country.
* By staff\_picked, to see if this has a factor on the rates of success.
* By backers\_count to see if the number of backers influenced the success rate, as the backers could possibly contribute to success of a project by advertising for the project or spreading the message via networking.
* By percent funded, to see if projects that were funded above their goals had a higher success rate.
* Success rates by category / sub-category.
* By month and country, to determine if the seasons influence the success of projects. With seasons occurring in different months across countries, breaking the data down by country would be helpful.