**Homework Week 1 | Assignment - KickStart**

1. **What are three conclusions we can make about Kickstarter campaigns given the provided data?**

* The most popular Kickstarter campaigns are theater/play categories while it seems investors have least interest in journalism campaigns, and food, video games and web projects are difficult to success.
* Generally speaking the higher the funding goal is the lower success rate it might have.

Kickstarter campaigns that request less than $4,999 have highest success rate while the rate drops dramatically over $44,999.

* The data between the summer and winter months fluctuates, the percentage of success begins to plummet around the month of December; while the highest percentage of success occurs between the month of May and June.

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

* Insert columns of data of demographics of pledgers, help understand the source of investments;
* Kickstart is only one stage of fund raising, analysis should bring in other popular investing channels and proceed a horizontal comparison within the whole investing environment, in order to verify if the aforementioned assumptions are correct;
* Lack of data on canceled projects. It would be insightful to see the reasons for the cancellations; the canceled projects may have been fully funded through alternative sources, eg. venture capital;
* The original analysis didn’t include a year-to-year comparison, lacks of assumption that the overall economic environment may impact fund raising and investors’ enthusiasm.

1. **What are some other possible tables/graphs that we could create?**
2. As mentioned in the answer above, we can create a yearly line chart to interpret kickstart campaigns’ success rate, bringing chart of local or global economy of recent years and try to investigate the relationship between investor’s interest in kickstart campaigns and overall investment climate.
3. **Create a Pie chart.**

We can have a visualized data of the origins (by country) of all the campaigns.

1. **Scatter chart**

To investigate the potential linear relationship between US campaigns and Global campaigns