|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  |  |
| 1 | Given the provided data, what are three conclusions we can draw about Kickstarter campaigns? | a | Over 50% of campaigns were successful, and just over 30% are cancelled even though |
| b | Max successful campaigns belong in category ‘ theater – Plays’ |
| c | Success of campaigns peaks mid-year (May-June) and tapers towards the end-of-year reaching the lowest in Dec. |
|  |  |  |  |
| 2 | What are some limitations of this dataset? |  | Definition of ‘fail’ has not be clearly defined. |
|  | Cancelled campaigns seem to have substantial initial goals. Why were they called off? |
|  | Currency has been used as provided by the data and belong to all countries world-wide and not just US dollars. |
|  | 2009 and 2017 year data are available only for few months. So the monthwise data might not represent the successes and failures accurately. |
|  |  |  |  |
| 3 | What are some other possible tables and/or graphs that we could create? |  | How does ‘success’ of campaign depend on Category/Sub-category? |
|  | How does ‘failed’,’canceled’ state of campaign depend on Category/Sub-category and how do the ‘live’ campaigns be aligned for more probability of success? |
|  |  |

Questions: How to cleanup the data? For example #DIV/0! For about 410 rows.