HW 1 Report:

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   1. Conclusion 1: the higher the desired pledge money, the higher the likelihood of the campaign being cancelled, as shown by the relatively linear line of percentage cancelled (chart 2).
   2. Conclusion 2: more campaigns tend to be more successful during the summer months compared to fewer successful campaigns in the winter months (chart 1)
   3. Conclusion 3: overall, in all countries, in the theater subset, plays had the highest number of Kickstarter campaigns and highest number of successful campaigns.
2. What are some of the limitations of this dataset?
   1. A limitation of this dataset is that it doesn’t offer all countries’ campaigns standardized to one type of currency, and that can skew the data in terms of how a campaign in USD is compared to a campaign in EUR, for example.
3. What are some other possible tables/graphs that we could create?
   1. The comparison of whether or not a campaign was successful, canceled, failed, or live vs whether or not it was a staff pick, and then perform regression on that to find out how likely a campaign is to succeed if it is a staff pick.

Addendum about excel sheet:

For the pivot tables, I have inserted a splicer on the PivotChart (PivotChart1) as opposed to a field button, because the option for a field button was not showing up on my excel, even after making sure it was updated to the current version, and trying to find it in the help section of excel. (proof in screenshot attached below)

A screenshot of a cell phone

Description automatically generated