1/16/18  
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Homework Assignment #1

# What are three conclusions we can make about Kickstarter campaigns given the provided data?

## Kickstarter campaigns have about a 50% success rate overall with much higher success rates if in the Music (78%) or Theater (60%) categories.

## Campaigns in the Music category are most likely to succeed with 77% of campaigns reaching their pledge goal. However, success rates within the music category were divided with 100% of classical, electronic, metal, pop and rock successfully reaching their pledge goal compared with 0% of faith and jazz campaigns.

## Generally, the first half of the year is the best time to start a campaign with success rates peaking in May at 60%. December is the worst time to start a campaign with only 44% of campaigns reaching pledge goals. These overall trends were consistent within the music and theater categories with 83% of music campaigns that started in May reaching their pledge goals.

# What are some of the limitations of this dataset?

## Blurb data is subjective

## Does not capture additional factors such as promotion or social share

## Data set size for countries outside the US is small

# What are some other possible tables/graphs that we could create?

## Outcomes by country

## Outcomes by goal

## Outcomes by year