Karen Alkoby – Homework #1

1. **What are three conclusions we can make about Kickstarter campaigns given the provided data?**
2. Animation, children’s books, drama, fiction, gadgets, jazz, mobile games, nature, people, places, restaurants, & video games have no records of being successful, live or canceled. They are all failed. Therefore, these failed subcategories are best to avoid anywhere in the world for a StartKicker project.
3. Plays is the most popular subcategory of the whole past projects. However, only approximately 65% of plays are successful.
4. Music has the higher rate of success than the rest of other categories.
5. The higher outcome goal, the more likely project is not success. (From the Bonus chart)
6. **What are some of the limitations of this dataset?**
   1. It does not tell me the story why some are more successful than others, why some failed or canceled. I don’t see any strong correlation based on current available data.
   2. The statistic information may not be consistency between different countries.
7. **What are some other possible tables/graphs that we could create?**
   1. For starter, I would add subcategories rows to be expanded under the categories’ rows to get better idea. For example, the small batch is the only successful type for the food category.
   2. Drilling down with country detail rows may be somewhat helpful.
   3. Lastly, but not at least add some more attributes that are not available in the worksheet.