**Keegan Emrick**

**Homework 1 Text Answers**

**1. Conclusions**

- Theater is the most popular parent category of Kickstarter and it successful about half the time.

- Out of the theater sub categories, “plays” is by far the most popular and is successful over half the time.

-While fairly popular, technology oriented kickstarters are cancelled more than all other categories.

-Setting a spring deadline has historically led to the most campaign success.

-Deadlines at the end of the year lead to the most failures.

**2. Limitations**

- We only have partial data from 2017, so it is not useful in the year by year comparison pivot chart.

-We do not know at what rate the donations came in. Was there an even distribution of money pledged throughout the campaign? Do pledges spike at the end of a campaign. Some time metric within launch/deadline time span would have been helpful.

**3. Potential charts**

- We could make a dot chart with a trend line that compares goal vs pledged dollars. That way we can see if setting a high goal truly increases the amount of money you get.

- We could plot a dot chart that compares the difference between launch and deadline to see how the length of the kick starter affects success.

- We could make a stacked column chart that compares staff picks and the state of the Kickstarter.