Homework #1 Questions

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

* First conclusion we can make is: Out of the categories available Theater is both the most common and has the largest amount of successful campaigns. This may be purely out of the success of the plays sub category.
* Second Conclusion: Out of the sub categories in Theater, Plays are the most common and most successful. They also the most common compared with the rest of the subcategories in our data.
* Third conclusion: Overall, May and June are the months where it appears as if campaigns are more likely to succeed. However, there is a steady drop off after that where campaigns have a similar likely hood to succeed as to fail.

What are some of the limitations of this data set?

* The firs one I see is that there are several forms of currency present in the data which limits the amounts of conclusions we can do with the data unless we take our time to convert all forms of currencies into one standard format. Larger amounts of money could be due to different exchange rates of other currencies. You could try to work around this by filtering by country but that shortens the sample significantly.
* The data also equates a successful campaign as one that reaches or surpasses their goal without taking into that goals vary between different Kickstarter campaigns. This is limiting because successful campaign could be more prolific when they are trying to achieve smaller goals. In the other hand some failed campaigns may have raised more money that other successful campaigns. This may lead someone to look at the data and assume a good way to make money is to go into theater when maybe in reality another category receives more on average.
* Categories and sub categories are also very broad and general. It is hard to know if those are the leading reasons that made a campaign successful.

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

* We can have a table that looks at Backers count and average donation to see if that makes a difference on the success rate of a campaign. We can then have an interactive bar graph that can also be filtered by category and country.
* We could also have a table that looks at sub categories and includes data about percentage funded, average donation and backers count. Just to see if that tells us anything about why a campaign may overshoot a goal or not reach their goal based on how much and how many people donated. Then we can also make an interactive bar graph that filters the data with information about what Country the campaign took place.