**Homework #1**

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

First of all, based on the first pivot table, it shows the successful rate of projects is more than 50%.

Secondly, in all the categories, Theater is the most popular category for kickstart projects, inside this category, Plays is the hottest sub-category.

Third, there is no significant trend by month. But there is a trend by year.

Number of projects increase from 2009-2015, and 2015 is the year has most of the projects, then the number start slowing down.

**2. What are some of the limitations of this dataset?**

There is over 300,000 projects launched in kickstart, but we only have 4000 projects in this dataset, which is only 13% of them. Not sure how the data be selected, whether the analyze result from the sample set is present the overall status.

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

1. **Average Donation By Category**

*(Please see the pivot table in excel sheet “Avg Donation by Category”)*

Create a pivot chart, vertical axis is the average of average donation, horizontal axis is the category of the projects.

In the filter take out any donation is blank.

The chart below is the result. Obviously, technology type project got the highest donation, second is film and video, the last position is the journalism.

1. **Number of project by country**

*(Please see the pivot table in excel sheet “project by country”)*

Base on the total number of projects in the sample set, 73% of projects are from US.

1. **Average Donation by Project State**

*(Please see the pivot table in excel sheet “Avg donation by state”)*

My assumption is the higher donation, the higher successful rate will be.

Actually based on the chart below, the highest avg donation is for canceled projects.