# Data Analytics Bootcamp

## Homework 1

### Student: Matheus Gratz July 28th, 2020

#### Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

Based on the data, 53% of the campaigns have ended successfully (reaching the funds objective), 37% have failed to reach the target, 8.5% have canceled and 1% have gone live.

The most successful category were related to Theater (38% of total successful campaigns), followed by music (25%) and Film & Video (14%); on other hand, the most failed campaigns were related to Theater (32% of total failed campaigns), followed by Technology (14%) and Film & Video (12%).

The success rate of a campaign is directly related to the launch date: campaigns launched in the first quarter (Jan-Feb-Mar) has 18% more success rate than campaigns launched in the fourth quarter (Oct-Nov-Dec).

#### What are some limitations of this dataset?

The dataset has enough information to get a good analysis of the Kickstarter Campaigns. However, it has information about a lot of countries, and they are in different currencies. And, because of that, the analysis regarding amounts and values are not feasible.

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

* Most funded categories and subcategories
* Total Funded, by year, filtered by successful campaigns
* Average donation by categories and subcategories
* Average donation by month
* Average Campaign duration
* Campaigns by country