HW1 Report

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

* Theater category is the most famous / desired project category among countries: the number of projects worked on is significantly higher than the other categories (1393 projects).
* The sub-category Plays has the most projects initiated (Theater was the #1 most famous category therefore one of its sub categories should lead this metric).
  + Technological medium and platforms (television, video games, etc.) are widespread among the world therefore it’s interesting to see the Kickstarters team focusing on initiating projects of an older medium – does this mean the demand for more conventional entertainment mediums is in more demand or is the Kickstarters team core specialization in such a sub-category?
* Funding Percentage: Technology & Games Category Average Funding percentage (tab “Report\_Funding” in the spreadsheet) is significantly higher than the other categories.
  + Continuing on the basis Theater is in high demand based on previous conclusions, this can mean the Kickstarters Funding team for Technology & Games Category are more productive at financing their campaigns than the other teams.

*What are some limitations of this dataset?*

* State Assessment: It seems a project’s state is solely assessed based on the funding reached (i.e. a successful state is labeled when Funding > = Goal); other outliers should be incorporated when assessing such as -
  + Time Frame of completion: projects’ time frames vary from on to the other (difference b/w launch and deadline).
  + Country’s purchase power: projects are funded via different currencies.

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

* “Report\_Funding” Tab: Displays categories projects’ funding on an average level.
* “Report\_Country” Tab: Displays the number of projects per Country and filter by State – we can compare activity among countries (i.e. – which countries initiate most projects, which has the most cancelled, etc.)
  + Countries can share experiences in order to improve metrics (i.e. – identify commonalities causing projects to cancel).