Homework 1 – StarterBook

Matteo Recagni - Nov. 5, 2017

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   * Although the largest number of projects was in **theaters**, **music** projectshad a much higher success rate.
   * Among the sub-categories with many projects, those related to **rock music, documentaries, hardware, and indie rock** ensured the highest success rates.
   * In **spring and summer**, projects were twice more likely to be successful than of being unsuccessful. In **fall and winter**, successful projects were only slightly more than failed ones.
2. What are some of the limitations of this dataset?
   * **Live** projects can be successful, failed, or canceled. Categorizing them as “live” doesn’t give an indication about their state.
   * An additional column should be added with the **exchange rates** from the various currency to one of them (say, U.S. dollar) at the time of the pledge, so that one could meaningful insights in terms of total pledge amounts.
   * **Categories and sub-categories** could have been entered directly in two separate columns.
3. What are some other possible tables/graphs that we could create?
   * With the addition of an exchange rate column (as explained above), one could create **total amount of pledges vs. goals** across different metrics, such as **time** or **specific categories**.