Homework 1: Kickstarter Campaigns

**Conclusions:**

When looking at the state of Kickstarter campaigns by category, the bulk of these campaigns seem to be for theater projects followed by music and technology. When looking at theatres specifically, we can clearly see a high number of successes but also failures. Failures in this category make up nearly 40% of the grand total. Music seems to have a higher success count than failure count but also have half the campaigns that the theater category has. Technology seems to have a higher than average cancel count along with failed projects accounting for 1/3rd of the total number of tech campaigns.

When looking at the state of Kickstarter campaigns by sub-category, the first (and most obvious) conclusion we can come to is that plays make up a large part of this data set. Like the plays category, we can see a high success and failure count. When looking at a few of the other sub-categories, there are surprisingly a few that have little to no failures or cancelations. Documentaries, rock music, shorts (television and video), as well as hardware, seem to have a higher success rate than other sub categories.

Last but not least we come to the state of Kickstarter campaigns by date. When looking at the count of cancelations, successes, and failures there are some trends we can infer from the data and chart provided. All three states seem to decrease in number during the first few months of a year, with increases as spring and summer approach. As we move towards the end of the year, the number of failures and successes seems to fall and ends at a lower number of total projects than at the beginning of the year. These trends could be a result of a yearly business cycle with fewer projects as the year comes to a close.

**Limitations:**

Despite the wealth of data in these spreadsheets, it only tells us part of the story. Right now, through the pivot tables and charts, we can only make conclusions based on category, sub-category, and date. Some of the questions that we cannot answer with this data are whether or not external factors (like the economy or pollical realities) can influence the state of these campaigns, how much marketing plays a part in the state of these campaigns, and whether or not goal number can affect the success or failure rate of these projects.

**Other Possible Charts/Graphs:**

One possible chart could look at the length of time these campaigns last and whether it effects success, failures, or cancelations. Measuring the state of the campaigns by the number of backers could also reveal some whether or not the two are correlated and if so, how closely.