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**Homework # 1**

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

**Campaign Starts are Cyclical**

While there are projects started in every month of the year, the creation of a kickstarter campaign is cyclical. Project campaigns pick up in May – June as well as in November – December. This could be due to the fact that many teens and young adults break for summer and winter around this time, where they have more free time to devote to projects and hobbies.

**Fund My Play**

Plays are the most popular campaigns to start with over 1000 projects started (5x times as many in other categories). Plays account for the majority of the most successful campaigns but almost 400 failed campaigns as well.

**Set A Reasonable Goal (under $25k)**

Campaigns with goals under $25k have just over a 50% chance of being successful. Campaigns with goals higher than that are more likely to be cancelled and less likely to succeed.

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

Given that plays make up the majority of this dataset, the success of all kickstarter projects may not be accurately represented by this dataset.

The total donation/pledge amounts are in different currencies making it difficult to compare totals across projects.

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

We could create a bar chart to model the outcomes of each category/subcategory. We could also use a scatter spot to understand the trend between campaign goal and success rate.