**Assignment 1 Report**

1) What are three conclusions we can make about the Kickstart campaign given the provided data?

* Theater category has most successful counts followed by music and “film&video” category.
* Most number of failed counts are also accounted to theater category. This may be attributed to the way different countries respond to this category. It seems to be the most popular category that started with the maximum number of counts. As a result, it did well in most countries and ended up failing in some. Initial higher count might be the reason that this category falls into both successful and failure max.
* Most successful campaigns were observed in May while the decrease is steep in the month of December.

2) What are some limitations of the data sets?

* The data set does not show the current status of the campaigns.
* There is no information on how the campaign is applied to different countries, in what population density, sample size picked, type of sampling. Its difficult to derive the conclusions without this information.

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

* We can create goal vs pledge graph across four quarter for all years.
* We can create map graph in tableau to visualize the most count or percent funded data in different countries with different categories in different quarters of the year.
* We can convert all the currency in to one unit and compare to get the most successful country (in terms of currency pledged) along with most successful categories and regions.