**Homework 1: Kickstarter Table**

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

In terms of the parent category we can see that theatre had the most successful Kickstarter campaigns. Surprisingly, there is a dip in the number of successful campaigns launched in December. My guess is that the dip might coincide with the onset of the holiday season. Finally, looking at the success rate based on the goal amount, we can see that the cutoff for a campaign to be more likely to be successful rather than fail is $10,000.

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

One of the limitations of this dataset is that the staff pick and spot light categories are not well defined and thus hard to integrate in the analysis. In addition, it would be helpful if more monetary fields were included such as the number of individual donations.

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

Another table we could create would be to see the number of days a campaign stays active compared to the outcome (successful, failed, canceled). In addition, it would be interesting to compare the goal amount vs the pledged amount by parent category in clustered bar graphs. We could also look at the type of campaigns by country (stacked chart of parent category by country).