**HW-1 Tiffany Kao, Conclusions**

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

* + The sub-category “plays” had the highest volume of Kickstarter campaigns with a 65% success rate.
  + The sub-category “documentary” and “rock” had the 2nd and 3rd highest volume of Kickstarter campaigns with a 100% success rate.
  + The lower the goal, the more successful the Kickstarter campaign was going to be. Once the goal exceeded $20,000, it had a higher change of failing.

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

It would be great to see other factors for each Kickstarter campaign, such as:

* + How many photos were used in each Kickstarter campaign
  + How many videos were used in each Kickstarter campaign
  + Where each Kickstarter campaign was advertised (emails, Twitter, Facebook, Instagram, etc.)
  + How many comments were left in each Kickstarter campaign (by the campaigner & by backers)

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

* + Success rate (%) by country
  + Success rate (%) by currency
  + Success rate (%) by whether or not the Kickstarter campaign had a spotlight
  + Success rate (%) by whether or not the Kickstarter campaign was a staff pick