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*Homework\_1*

1.Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

Theater, music, and film/video are more backers supporting category. In it music shows the greatest success rate. From subcategory charts, theater has the greatest number of successful projects, with a sixty percent success rate, in which eighty-three percent were specifically from plays. Documentaries proved to be one hundred percent successful in the film/video category. The thing more surprised me is that the food campaigns have a large failure rate at seventy percent. Technology is surprising split into thirds when looking at the percentage of failure, success, and cancelations. But, if we look at success to failure/cancellations, there are one third that are successful. If we look at the subcategories, where there is a hundred percent success rate with hardware, however gadgets, wearables, and the web saw either fails or cancels.

If we look at the monthly trend of data, we can see the campaigns that begin in May tend to see more success rate compared to those campaigns that begin in December.

From the bonus chart, we can also conclude that the less money spent for a campaign the better the chances of it succeeding, especially when the campaign is less than $10,000. We will also see that for campaigns that require over $50,000, the greater chance it will be cancelled or fail.

2. What are some limitations of this dataset?

We do not know how people communicated and marketed their needs prior and during their kickstart campaign. And can not tell the reasons for the failures.

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

I would like to evaluate the number of days in campaign for those who met or did not meet the percent funded in a campaign and how that may have impacted the success rate .