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Week 1 Assignment

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

One conclusion that can be made from the data is that when analyzing the general categories, 2,185 campaigns out of a total of 4,114 were successful, which translates to about 53%. When analyzing the sub-category breakdown, a majority of campaigns (1,066) were plays. Lastly, July overall had the most campaigns (388) compared to the other months.

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

One limitation of this dataset is an accurate depiction of fund goals versus pledge because different currencies are used without indication that the numbers have been converted to a standard value for comparison. Another limitation to the data is that there is outlying campaign data that could affect the overall calculations, especially with regards to finance.

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

Other possible tables or graphs that could be created is a comparison between the categories and/or sub-categories and the country of the campaign’s origin. This would allow us to see which country establishes the most campaigns. In addition, another table to divide success, canceled, failed, or live campaigns per country.