Unit 1 | Assignment - KickStart My Chart

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

1. Per the dataset provided, the theatre category has the highest number of successful projects at 839. Journalism had the lowest number of successes at zero (albeit the sample size was only 0.58%). Music had the highest success rate of all of the other categories at 77%.
2. Plays had the highest number of successful outcomes at 694. Rock, hardware and documentary sub-categories performed well with each generating over 100 successful outcomes and a 100% success rate.
3. Historically, the month of May has outperformed other months with an average greater number of successes than other months. The average number of successful outcomes in the month of December has been lower than other months at 111. Is this a seasonal trend?

What are some of the limitations of this dataset?

1. The population sample of some of the subcategories and categories as they relate to one another are not always large enough to derive statistically significantly insights.
2. An explanation of whether this a smaller set of a larger database. How was this segmented? Is the data good?

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

1. Success per Country (Pivot Chart with Pie Graph): I created this worksheet located as part of the excel file. Collectively, the US, Great Britain and Canada generated 96% of all successful outcomes.
2. Success per Category (Pivot Chart with Pie Graph): I created this worksheet located as part of the excel file. Music, games and film & video Categories collectively generated 77% of the total combined number of successful outcomes.