Unit 1 Homework: Kickstart My Chart

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

* Music has the highest success rate among all categories with 79.4% of projects reaching or surpassing the goal.
* Kickstarters with lower pledge goals have higher success rate regardless of the quantity or the category.
* Technology category has the highest pledge amount per backer (Index: 368) as well as the highest number of backers (Index: 247), indicating a greater interest in supporting technology related projects.
* The popularity of kickstarter projects have developed over the years, while in the early years (2009-2013) the success rates were higher, the number of kickstarters were low. Conversely, starting with 2014 the number of kickstarters increased significantly which resulted in backers to become pickier, therefore lowering the success/fail ratio significantly.

**What are some limitations of this dataset?**

Content: The analyst doesn’t have visibility into creative (images, text, message etc..) to draw conclusions about why some kickstarters are successful and some end up failing. Currently, the assumption is that the effort that went into each kickstarter is the same.

Outside factors: The analyst doesn’t have visibility into the outside factors such as the economy, competition in the Kickstarter market, why some years have so many kickstarters etc…

Backers: The analyst doesn’t have insight into the backers’ identity. One category might be heavily supported by a single backer (individual or corp.), which would skew the success/fail ratio of a specific category (or sub-category).

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

* Number of kickstarters by year (it exploded in 2015)
* Average days to completion/failure. It’s interesting to see which projects generated instant interest.
* Kickstarters with Spotlight/TRUE tag. Does it mean they were advertised heavily? Success rate is very high.