KICKSTART MY CHART – Nguyen, Trong

1. **Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?**
   1. Food is a difficult parent category to successfully fund. Though 200 Kickstarter campaigns were started in the food category during this period, only 34 were successfully funded while 140 failed and 20 canceled. Furthermore, out of the other parent categories that went life, only 6 came from the food parent category. If I was a advising a client on the type of Kickstarter campaign to start, I would tell them to pick anything but food unless they have done extensive research.
   2. Music seems to be a good parent category to successfully fund. During the period that this data was gather, 540 out of 700 Kickstarter campaigns that fell into the music parent category were successfully funded.
   3. If this data is true, rock music and documentaries seemed likely the way to go if one wanted to start a Kickstarter campaigns. Though they are not nearly as popular as plays in the sub-category group, they are the campaigns that have almost a 100% successfully funded rate.
2. **What are some limitations of this dataset?**

There seems to be some data missing from this data set or not everything was accurately recorded. First, it seems unlikely that some of the subcategories were 100% successfully funded. For example, 260 rock music related Kickstarter campaigns were successfully funded during this time, which seems unlikely. The same goes with the documentary subcategory a few of the other smaller ones.

Another setback is that we don’t really know why some of the Kickstarter campaigns failed. If data was collected on the factors that affected why a Kickstarter campaigned failed, it might be helpful. For example, was it due to low visibility? Or was it during a time when the economy was bad, so people might not have had the money to fund Kickstarter campaigns.

1. **What are some other possible tables and/or graphs that we could create?**
   1. An additional chart we could create is a bar graph that shows the average backers count by category and sub-category. If I was starting a Kickstarter campaign, this would help me see how many people I would need to shoot for if I wanted to reach my goal in a particular category or sub-category.
   2. I would also add a column to calculate the time difference for each Kickstarter campaign. Then I would average them by category and sub-category to see how long a particular Kickstarter campaign would take me. I would use a bar graph for this.
2. **Bonus Question**

In this case, I think the Median summarizes the data more meaningfully because we have such huge outliers.