HW1 Kickstarter campaigns

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

1. The Most popular campaigns are for Theater, Music and Film and Video. (Arts related themes)
2. Plays are the most popular of these but only have a 65% chance of being successful.
3. Rock music campaigns are the most successful of these with 100% of the historical campaigns successful.

# What are some of the limitations of this dataset?

Some of the limitations is that this works well to tell what is successful, but the analysis doesn’t show cause and effect for why some campaigns were successful and why others failed. The business would benefit from being able to help more customers. So, if there was some data to be able to improve or detect what is resulting in failure it may be more valuable to growing Kickstarter.

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

Some other charts to review could be

1. Duration of the campaigns. To determine if the failures were due to time and planning.
2. Analysis of amounts pledged over time. To determine which categories are the most popular to fund and how rapidly they are supported.
3. A radar chart to show the correlation between category and success.
4. Changing the charts over to percent stack bar charts to be able to see what are the most successful campaigns and target to improve success on categories that tend to fail.