Unit 1 | Assignment - KickStart My Chart

1.

A. Theater has the most amount of successful Kickstarter campaigns out of any category, followed by music then film and video.

B. The subcategory that has the most successful campaigns is plays. Rock music seems to be another successful subcategory.

C. Most of the year, there are more successful campaigns than failed or canceled. The only discrepancy is in the month of December, where failed campaigns slightly takes over successful ones.

2.

One of the limitations of this dataset is that the sample size might be limited due to only analyzing only four thousand of over 300 thousand possible campaigns. The sample size also might be skewed, for example the data might have been taken from a time period where certain categories and subcategories were outperforming others. Other limitations might include the difference in goal size, countries, amount of backers and average donation.

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

Some possible tables and/or graphs that could be created should be related to some of the aforementioned limitations. One could show a relationship between the goal ranges and outcome of the campaign. Another might highlight the average number of backers and average donations needed within goal ranges to attain a successful campaign.