**Unit 1 Assignment – Kickstart My Chart**

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

* By looking at the category pivot chart we can see that Film & Video, Music, and Theater have the most success over the rest of the categories. In the subcategories we can see even though plays have the most success and the most failed Kickstarter campaigns as well.
* These sub-categories have a 100% failed rate are: Animation, Children’s Books, Drama, Fiction, Jazz, Food Trucks, Mobile Games, Video games, Gadgets, Nature, People, Places, and Restaurants. Meanwhile classical music, documentary, hardware, metal, nonfiction, pop, radio & podcasts, shorts, tabletop games and television have a 100% success rate.
* If we look at the launch dates we can see overall, the months between March and June have the most success. Also, there is a spike of failed Kickstarter campaigns in those months as well.

**2. What are some of the limitations of this dataset?**

I think the data sample size in categories is one limitation of the dataset. We can see that some categories have a large enough dataset where we can create a reasonable conclusion. However, for some categories this is not the case. For example, we can see that Theater has a very large sample size to analyze whereas Journalism has only 24 Kickstarter campaigns and that’s not nearly enough to make a reasonable conclusion.

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

One possible table/graph that could be created is percent funded for different categories or sub-categories. This way we can analyze if backers prefer a certain category or sub-category over others. For example, from just the successful Kickstarter campaigns, we want to know which projects are getting over 200% funding and ones who are barely hitting over 100% funding.