**Kickstart My Chart Report**

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Over $2 billion has been raised using the massively successful crowdfunding service, Kickstarter, but not every project has found success. Of the more than 300,000 projects launched on Kickstarter, only a third have made it through the funding process with a positive outcome.

Getting funded on Kickstarter requires meeting or exceeding the project's initial goal, so many organizations spend months looking through past projects in an attempt to discover some trick for finding success. **For this week's homework, you will organize and analyze a database of 4,000 past projects in order to uncover any hidden trends.**

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. The top three categories with the most successfully completed campaigns are all entertainment related: Theater, Music, Film & Video
   2. Aside from Q3, the most reliable months (averaging across all categories) to experience a peak in successful campaigns occur mid-quarter
      1. Of the top categories mentioned above, Film & Video deviates heavily from this statement.
   3. The first half of the year has higher success rates and lower failed rates (as a whole).
   4. Plays and rock music during May and June hold a strong success record.
2. What are some limitations of this dataset?
   1. If we were going to base success/fail rates on weather in each country, we’d need additional information to show seasons per country.
   2. Affiliation.
      1. How many donors had connections or background knowledge of the things they funded?
      2. How many donors choose who to donate to by just selecting them from their genre (parent category)? If this is happening, what order are the listings ranked in each parent category? Does SEO come into play, do people pay more to get their listing in the top results, etc?
3. What are some other possible tables and/or graphs that we could create?
   1. Pivot & Chart set based on Percentage Funded,
   2. Pivot & Chart sets showing how much of an influence Staff Picks and Spotlights had
   3. How much competition each category had throughout the year