Unit 1 Assignment

“KickStart My Chart”

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1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   * The majority of Kickstarter campaigns provided in this dataset were successful; 2,185 successful campaigns versus 1,879 failed or canceled campaigns. Of those successes ‘theater’ was the single most successful category.
   * Most of the successful campaigns were in the goal range of $1K to $5K (932).
   * Campaigns with goals of $50K or over have the greatest odds of failure at 52%.
2. What are some limitations of this dataset?
   * There is no provider data on the number of clicks each campaign website received, we have no way of knowing how much web traffic is necessary to fund a successful campaign.
3. What are some other possible table/graphs that we could create?
   * The number of successful campaigns versus the length of time they are open.
   * The number of successful campaigns versus the number of backers they have.
   * The number of backers campaigns with large goals (over 50K) have versus campaign success.