**Unit 1 Assignment: KickStart Analysis**

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   1. 46% of the sub-categories did not have any successful or live projects
   2. These sub-categories that did not have a successful or live project represent 54% of all projects in this data set.
   3. 32% of the sub-categories did not have any failed or canceled projects
   4. These sub-categories that had all projects succeed or are live represent 47% of all projects in this data set.
   5. There are four sub-categories that had high % successful/live vs failed/cancelled. These include “indie rock” (700%), “plays” (202%), “space exploration” (200%) and “photobooks” (181%).
   6. The total of projects that were successful or are live represent 54% of all projects in this data set. The tot of projects that failed or were canceled represent 46% of all projects.
   7. 51% of all projects received 100% or more of their goal. 49% of them did not reach their goal. 10% did not receive any funding at all.
   8. By far, the most number of projects are “plays” (1066)
   9. CONCLUSIONS:
      1. Avoid sub-categories that have not had any success
      2. Look at sub-categories that had eight not had any failures/cancelations or had a high percent of success/live vs failed/canceled.
      3. Looking at the success/live vs failed/canceled rate, it is almost a 50-50 (54-46) percent chance for success (assuming live project will be successful).
      4. Only 51% of the projects reached their goal, so once again, it is a coin flip on whether you will get the financing you need.
2. What are some of the limitations of this dataset?
   1. The current donation and average donation calculations do not have a common currency, so the average donation is skewed. Should convert all to a common currency to get a better comparison.
   2. The data only goes through 2017. 2017 only has data into March.
3. What are some other possible tables/graphs that we could create?
   1. I created a sheet that had the count of each state for each sub-category. I added calculations to show % success+live vs. failed+canceled. I added a filter so I could sort in different ways to capture different information.