Unit 1 | Assignment - KickStart My Chart  
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Due Date – 8/25/2018

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

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

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

1. Approximately three quarters of the total kickstarted projects in this dataset are founded in the US.
2. Of the parent category “games” the only subcategory doing well at all is “tabletop games”
3. Of the 41 subcategories, only 13 had data for multiple “states” meaning many were all of nothing, complete successes or complete failures.

What are some of the limitations of this dataset?

Since the category “theater” makes up such a large percentage of the data, when concluding if the time of year affects successful kickstarter campaigns the data seems skewed. As total of all categories it seems that Spring is a time of successful campaigns, however, if you take the “theater” category out then it appears Autumn is best. As such I am not sure time of year is helpful in determining project success.

We are also only looking at a small percentage (1.3%) of the entire 300,000+ projects, there may be other information or trends we are not seeing as a result.

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

It may be interesting to look at a correlation between number of backers and category and subcategory. Also, since we have the percent funded and average donated calculations completed, to look at correlations between these. Overall though without the complete dataset I believe it’s hard to make any definitive conclusions.