Unit-1   **Kickstart My Chart Analysis Report**

1. <u>What are the three conclusions we can make about Kickstarter campaigns given the provided data?</u>
   a. Music, Theater, and Film& Video are the most successful categories in the Kickstarter campaigns.
   b. The following sub-categories were 100% successful –
      - Classical music, documentary, electronic music, hardware, metal, nonfiction, pop, radio & podcasts, rock, shorts, tabletop games, television.
   c. Projects that start in May have the highest success rate followed by projects that start in April. The least success rate if for projects that start in December.

2. <u>What are some of the limitations of this dataset?</u>
   a. Donations per individual per project data (mean) is missing. Average backer donation amount does not provide a true indication of a backer's profile and ability to raise capital.
   b. Currencies from different countries need to be normalized to accurately highlight the most/ least successful project.
   c. Dataset fails to explain the ideal time duration to keep a project floating to improve its chances for success.

3. <u>What are some other possible tables/graphs that we could create?</u>
   a. A pivot table and graph to tally every project filtered by country may help predict popular (successful) categories and sub-categories to pinpoint lucrative investing opportunities.
   b. The True/False values in the Spotlight column has a direct correlation with every project's outcome. Incorporating this information may help better predict a project's success, failure or cancelation.