**Zingha Sielatshom**

**Data Visualization and Analytics Boot Camp Program**

**Assignment 1 - Write Up**

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   1. The first conclusion drawn from the data is that overall, Kickstarter is a great platform for getting exposure for your projects, because overall, most projects were successful
   2. Another conclusion that might be drawn from this data is that projects with a relatively high budget don’t really do well on Kickstarter.
   3. A third conclusion is that projects from the Theater categories did better overall, with the most number of projects funded but also had the most number of failed projects.
2. What are some of the limitations of this dataset?
   1. There were a lot of limitations when it came to analyzing data, so a lot of assumptions had to be made; example GMT offsets for each “Country”/Location
   2. Another factor that might have contributed to inaccuracy of data was the lack of information on the percentage contributed by each “Backer”. Hence the “Average Calculation” was calculated based on the assumption that each Baker donated an equal amount.
3. What are some other possible tables/graphs that we could create?
   1. Given the information on the Bonus worksheet, we could create another table that calculates the number of Backers that contributed to projects within different Goal ranges and draw a graph that compared the results for each Successful, Failed and Canceled Projects. My assumption is this would confirm my initial statement about how projects with larger budgets are less likely to be funded
   2. Another pivot graph we could create is one that compares how each Category of projects did in regard to the amount of time they were live on Kickstarter. Or create a graph that shows which Categories were more likely to be “Staff Picks” over the years.