Unit 1 | Assignment - KickStart My Chart

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

* Entertainment industry start-ups rely heavily on crowdfunding with categories like theatre, film & video and music leading the over number of upstarts
* The higher the goal of the funding the more likely the chances of it failing or being cancelled. Percentage of failure and cancelations increase continuously for upstarts from 30,000 and above.
* There are more upstarts in the summer months of from May up to June. The upstarts start to decrease steadily from the July until the end of the year.

## What are some of the limitations of this dataset?

* Successful crowdfunding doesn’t necessarily mean the start-up was successful
* Some upstarts raise higher than their goals and were still cancelled. Some set out to raise just a dollar and ended up raising hundreds of thousands of dollars. This would skew the data in a way because we do not have details on how the funds were spent or if they were returned to the backers.
* Data is from a single data source (Kickstarter) therefore it doesn’t represent a proper sample size. Data from other crowdfunding platforms like GoFundMe and Indiegogo in addition to the Kickstarter data may give a more balance view on crowdfunding industry.

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

* A pivot table and chart of which countries raise the most on Kickstarter and what industries (category/sub-category) raise more in each country.
* We can create a table and an accompany chart to see how long it take to launch and reach a goal using the date created and date ended. To give us an idea of how long it will take to raise funds in each industry. We can also graph it by deadline to see what percentage of upstarts reach their goals by the deadline or not.
* We can also create tables/graphs on average donations per backer in each category/sub-category and filter by country and year to see how much backers are willing to give in each industry and see how the amount backers give differ from year to year.