**Unit 1 | Assignment - KickStart My Chart**

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

The following graph shows that of the over 300,000 projects launched on Kickstarter, the theatre projects have the most successful number of projects. However, we can also take in consideration that it has the biggest amount of fails. On the other hand, you can also consider those projects with the biggest amount of successful per least failed and you will find the music projects.

As observed in the following graph, between the end of the second quarter and the beginning of the third quarter of the year, Kickstarter launched more projects. May was the month with the most successful number of projects, is above the average rate of successful projects by 52 points. However, is also a month where the rate of failed projects was also increasing. The month with the least number of failed projects was April but it didn’t have a high number of successful projects.

The following graph shows that the projects with a goal of less than a 1000 USD were more successful than the ones with the biggest amount. While the goal increases the successful rate decreases and the projects will be most likely to fail.

1. What are some of the limitations of this dataset?

The data set doesn’t show the expenses so you can calculate specific costs related to the project, the lifetime of the project to know if they were really successful in the future, there are also about 7 duplicated projects (with the same name, but different blurb) it’s not specified that they are not related projects, you don’t know how many people was involved in each project.

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

Graphs based on the location of the project to know the country with the most successful project.

Graphs with the average donation given to a certain project, you could infer people’s or companies’ interest (interest in donating money to a project people like or are more interested in film & video or music)

Linear regression to study relationships between variables. If the linear regression is good and there is no autocorrelation in the residuals we could use the model for forecasts so Kickstarter could know in which projects should invest more or are more likely to succeed.