**KickStart My Chart**

**Homework 1**

**By:**

**Alex Koynoff**

* What are three conclusions we can make about Kickstarter campaigns given the provided data?
  1. Theater category had the most successful campaigns, but it also had the highest failed. (Pivot 1)
  2. Journalism had all the campaigns cancelled. (Pivot 1)
  3. Entertainment type campaigns have the highest success rate compared to total campaigns for these categories (film & video, music, and theater). (Pivot 1)
  4. Starting a campaign in May has the highest rate of success. (Pivot 3)
* What are some of the limitations of this dataset?
  1. Values are in different currencies and a conversion rate is not provided in order to convert all amounts to the same currency. That limits the ability to analyze money unless analysis is done by currency.
  2. Not clear what staff\_pick and spotlight mean in the dataset.
  3. Not enough data to analyze what made the campaigns succeed or fail.
* What are some other possible tables/graphs that we could create?
  1. Goal money vs pledged money (filtered by currency). **See Tab “Other 1”**
     1. Film & video stuck out the most due to:
        1. Most money requested as shown by highest Goal amount of $119.4M. (USD currency filtered)
        2. Most money canceled for $103.2M. (USD currency filtered)
        3. Second highest money failed for $12.1M, after theater being the highest for $23.1M failed. (USD currency filtered)
     2. Technology raised the most money as shown by the highest pledged successful value of $14.6M
  2. Highest average donation per parent category. **See Tab “Other 2”**
     1. Technology had the highest average donation at $134.56. (USD currency filtered)