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

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1. **What are three conclusions we can make about Kickstarter campaigns given the provided data?**
   1. Category, **theater**, has the highest count of successful campaigns among the other categories.
   2. Subcategory, **plays**, has the highest count of successful campaigns among the other subcategories.
   3. Months **June, February** and **May** have the highest number of successful campaigns.

**October** has the highest number of failed campaigns.

**74%** of campaigns were launched in the United State.

1. The goal amount has an almost negative correlation with successful rate. The higher goal amount, the lower successful rate.
2. **What are some of the limitations of this dataset?**

* The campaigns with the “**live**” status should not have deadline.
* Canceled projects should have the cancellation date instead of deadline. The cancellation date is different than deadline.
* Average donation should be calculated based on the US currency to provide more accurate number.

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

* Based on Kickstarter “**We recommend setting your campaign at 30 days or less**”

Create a new sheet including successful category/sub-categories with campaign duration at 30 days or less.

* Create a new sheet/graph with successful rate in shortest campaign duration.
* Create a new pivot/graph to analyze the impact of **staff\_pick** or **spotlight** on status of a campaign.