Unit 1 - Assignment – Kickstart My Chart

# Report -*bharath iyer*

1. **What are three conclusions we can make about Kickstarter campaigns given the provided data?**
   1. Entertainment categories like theater, music and film & video have the highest rates of success
   2. Overall rates of success are higher in the early half of the year – peaking in Mar
   3. Maximum number of projects are in the Plays subcategory by far with over 65% success rate.
   4. Documentaries and rock subcategories have 100% success rates
2. **What are some of the limitations of this dataset?**

Dataset does not capture the following pieces of information that may be important factors affecting the success rate of the project:

* 1. What are the rewards/benefits offered to backers?
  2. What is the proposed timeline for the project if successfully funded? Has creator already started any work on the project? If so, what has been already accomplished?
  3. How much domain expertise/experience the creator has in the category/subcategory? How many earlier kickstarter projects have been successfully executed by the creator?
  4. More information on the target market/audience landscape for the project i.e. size of the market, target demographics, number of competitors, etc.

1. **What are some other possible tables/graphs that we could create?**
   1. Category and Sub-category pivot tables could add a filter for staff\_picks
   2. Pivot table/chart showing number of backers in each category/subcategory across outcomes
   3. Table/Chart showing average donation each category/subcategory across outcomes
   4. Table/Chart depicting relationship of currencies/geographies to outcomes
   5. Table/chart depicting relationship of duration of campaigns to goal amount and outcomes