Unit 1 | Assignment - KickStart My Chart

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   1. From the parent category and sub-category analysis, the most popular category is Theater/Plays. The category with the highest sum of goal is film & video/Science fiction. The most pledged project category is Technology/Hardware.
   2. From the launch date outcome analysis, we see a significant increase of total number of Kickstarter projects launched starting from 2013.

The projects have a higher success rate when launched in the 2nd and 3rd quarters.

* 1. From the goal outcomes analysis, most KickStarter projects set the funding goal under $10000.

Overall, the lower the funding goals are set, the more likely the project will be successful. But in the range from $5000 to $45000, the successful rate remains the generally same.

1. What are some of the limitations of this dataset?
   1. One limitation of this dataset is the currencies are not consistent. Therefore, the goal and pledged amount are only comparable among the same currency.
   2. Another limitation is the column “Spotlight”. It is “true” for ALL successful projects without representing any highlighted show cases.
2. What are some other possible tables/graphs that we could create?
   1. To address the limitation of inconsistent currencies, we can add a column converting all currencies to USD for analysis purposes. This way we can compare the goal/pledged amount across different countries.
   2. Use pivot chart to show the significance of “Staff Pick” status can improve the project success rate and amount of money pledged.