# Unit 1 | Assignment - KickStart My Chart

1. One conclusion we could make following analysis is that Summer months return a higher number of successful KickStarter campaigns. For most people, the Summer means more time and bigger budgets. Secondly, the sub-category “plays” enjoys an enormous amount of campaigns when compared to any other sub-categories. These plays also experience a higher success rate when comparted to its peers as well. Third, the category “theater” more than doubles its runner-up in grand total of KickStarters by category, simply showing us that theater is the most supplied. However, theater is also the most demanded as we can infer with our chart the high success rate of theater KickStarters.
2. We do not have enough data on the donations themselves to extract any further meaning other than “average donation”. Average donation can heavily be skewed by outlier donations, which with KickStarter have been the case in numerous instances. It could be that “theater” as a category sees lump sums from production companies wanting to get a foot in the door on the cheap. Without data on every donation we simply cannot know.
3. We could create a table and chart displaying the count of backers alongside the count of states and a column of states. Visually representing the strength-in-numbers of backers, or lack thereof, may shed some light on the type of marketing we could do for our own KickStarter.