Kickstart Challenge Additional Questions

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

- The first conclusion I drew from the information regarding the Kickstarter Campaigns is that Technology had one of the lowest percentages of success even though it had one of the largest number of campaigns created compared to music and theater which both had over 600 total campaigns and disproportionality out succeed technology.

- It became apparent that certain times of the year had large activity regarding the campaigns whether it was success or failure it seemed to be that at the initial start of the year there was decent activity regarding campaigns but the fundraising increased beginning in April and began to decline around August.

- Interesting the top three subcategories that had the most success according to stacked bar column chart were Plays, Rock Music and Documentaries however plays had a higher level of success than rock music even though if you look at the percentage of success music has a higher level of percent than theater.

1. What are some limitations of this dataset?

Some of the limitations of this data set include that we don’t have all the information regarding the data, the sample we were given could not be representative of the population.

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

Other tables we could examine is the correlation between the high levels of activity and fundraising around the spring and summer time to what subcategories were successful and unsuccessful at that time to better indicate the types of campaigns to be running at during which month. You could also due a comparison between what was the goal of the campaign and compare it to the level of its success because it is was interesting to see that some of the campaigns that had such large goals for fundraising then resulted in either a failure or a cancellation. Then you could examine if it were because they chose the wrong type of campaign or they had unrealistic expectations for what they could raise.