HW #1: Kickstart My Chart

**Q1: Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?**

1. The most popular category is Theatre (33.9%), followed by Music (17%) and Film & Video (12.6%). Slightly more than 53.1% of all Kickstarter campaigns were successful. However, per category, the most successful projects were in Music (77%) followed by Theatre (60%) and Video (58%)
2. Investigating further, the Sub-Categories are presenting a more detailed image. The plays are the most popular sub-category. From the success point of view, in Music, Classical music, Pop, Rock and Metal projects were 100% successful while all Jazz projects failed. In Film & Video category, Documentary, Nature, Shorts and Television campaigns were 100% successful while all Animation and Drama projects failed. Even if Technology was not amongst the top categories, in Hardware subcategory all campaigns were successful.
3. The most campaigns were submitted in 2015 (1226 projects). Another interesting observation from the date point of view is that in December more campaigns failed than succeeded (119 vs 111).

**Q2: What are some limitations of this dataset?**

The dataset is small, 4000 projects from a total of 300,000 projects launched on Kickstarter. Another limitation might be the different sample sizes for categories/sub-categories. In addition, there is not enough global data (mostly US, UK & CA). Also, different currencies might impact the results.

**Q3: What are some other possible tables and/or graphs that we could create?**

There are lots of additional tables and/or graphs that could be created. I have presented some of them in the “Additional tables & graphs” tab from Kickstarter.xlsx data:

* Projects status per countries / per top 3 countries
* Projects per category per top 3 countries
* Projects status per years
* Bakers count/ Sum of bakes per category / sub-category