**Jan 24, 2019**

**KickStart My Chart**

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?

* Based on the analysis of past projects, we can deduct a trend of success in the campaigns with less goal (96% of successful projects are the ones with a goal of maximum $50,000) rather that the ones with higher one.
* The campaigns with more success where created in the first semester
* US y Great Britain (GB) are the two countries with more influence in the total campaigns, gathering a 92% of the total success so we could avoid spend time and money in another countries, allowing to have more possibilities of total success.

1. What are some of the limitations of this dataset?

* There are columns/data that we don’t know the explanation and context of it, interfering with the correct use of this information.
* The success of each campaign is based on overcoming the goal, but this doesn’t necessarily mean that the project has profit so if we could request a profit and loss analysis, this will allow us to obtain an accurate outcome.
* We don’t know why some successful projects where picked by the staff and others don’t.
* There are different currencies so in order to analyze correctly using that data, it’s necessary to do the conversion.

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

* Average donation per outcome
* Days (between Date ended conversion and date created conversion) per outcome
* Parent and sub-category per outcome
* Profit and loss for each project
* 80/20 of successful projects by range of goal (e.g. 0-$50,000; $50,001-$100,000 … etc.)