Unit 1 | Assignment - KickStart My Chart Daniel Haven 12/2/17

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   * Theater/plays are by far the most common category of Kickstarters launched over this timeframe.
   * Close to half (46%) of all Kickstarters are unsuccessful and either fail or are cancelled
   * There does not appear to be any correlation between creation date and success or failure rate. I wondered if there was any type of seasonal effect at play, and while there are more successful Kickstarters launched in the summer months, there are also more failures.
2. What are some of the limitations of this dataset?
   * Reasons for cancellation could be useful. Knowing why a campaign failed could help future campaigns from making the same mistake.
   * Knowing the largest donation to a given campaign would be helpful as well. I would guess that having a single donation that covers the majority of the goal would lead to a higher success rate, but without that data point it’s only a guess.
3. What are some other possible tables/graphs that we could create?
   * A table with hit rates by category (and/or by country) would be useful to be able to better compare the success (or failure) rates between categories. Bar graphs are good for a quick reference but are not necessarily specific (at least in this case).
   * A map of campaigns by country would be interesting as well and could provide some insight on which countries have the higher success rate.