# Unit 1 Homework: Kickstart My Chart Report

* Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
  1. The United States accounts for 75% of Kickstarter campaigns
  2. Campaign success:
     + About half of Kickstarter campaigns are successful
     + More campaigns fail than succeed in only the month of December
     + Campaigns are most successful in the month of September
     + Less than 10% of campaigns are cancelled
  3. Category and Sub Category Information:
     + The theater category, specifically plays, have the largest quantity of campaigns – more than double that of any other category.
     + Music campaigns are the most successful
       - Rock has the largest quantity of campaigns
     + Backers are most likely to contribute to a Technology campaign
* What are some limitations of this dataset?
  1. Outliers have not been reviewed and assessed on whether to include them or not in the analysis
  2. Currency was not normalized, so average donation is not valid for analysis
  3. We don’t know why projects failed or were cancelled
* What are some other possible tables and/or graphs that we could create?
  1. Average donation by category and subcategory
  2. Average of successful campaigns that were staff picks
  3. Number of backers for successful campaigns