Ellen Guerrero

T/Th/S Class

7/12/2018

Unit 1 | Assignment

# KickStart My Chart

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

1. *We can conclude that theater KickStarter campaigns are the most prevalent category overall*
2. *We can also conclude that of those theater campaigns, the subcategory majority are plays*
3. *After 2010, there is a decline in the amount of successful campaigns beginning in November-December per calendar year and Live campaigns have only run January-March (the data cutoff) 2017*

**What are some of the limitations of this dataset?**

*Some limitations of this dataset are the lack of a breakdown as it pertains to number of backers per tier (how much each backer was contributing/how many were contributing what, we just have an average). This would give a better understanding if different categories had higher rates of bigger investors or if the success rate correlated with the availability of lower cost tiers. Another limitation is not knowing what the timeframe was for goals that were hit before their deadline. There are several campaigns that exceeded their funding, it would be useful to see what timeframes were attached to the actual time the goal was reached and if there were specifics tied to it (category, time of year, etc).*

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

*Other possible tables/graphs include determining success rate by region, using the data to determine correlation between the amount of backers and the type of campaign and also the if the amount of backers correlates with the goal amount. We can also look at the timeframes for different campaign categories (are there more tech kickstarts launched in January for example). We can also use the date information to see if there is a correlation between quarter begin/end and the success rate. Lastly, we can also look into the timeframe of the campaign and it’s correlation to success, do longer campaigns fare better/worse.*