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HW 1

**Unit 1 – KickStart My Chart**

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

Music campaigns seem to hold high success. Food and Games has a larger ratio of failed campaigns than successful campaigns. Journalism had no success.

Within the subcategories of music, we can see that Rock, Classical, Electronic, and Pop music had a 100% success rate. Indie rock also had a very high success rate of 87.5%.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Music** | **canceled** | **failed** | **live** | **successful** | **Grand Total** |
| classical music | |  |  | 40 | 40 |
| electronic music | |  |  | 40 | 40 |
| faith |  | 40 | 20 |  | 60 |
| indie rock |  | 20 |  | 140 | 160 |
| jazz |  | 60 |  |  | 60 |
| metal |  |  |  | 20 | 20 |
| pop |  |  |  | 40 | 40 |
| rock |  |  |  | 260 | 260 |
| world music | 20 |  |  |  | 20 |
| **Grand Total** | **20** | **120** | **20** | **540** | **700** |

When comparing the success rates of campaigns with the month that these campaigns were launched, most success rates were in May, with 232 campaigns successful. The most canceled campaigns were in July, while the most failed were in October.

When the outcomes and goals were compared, we find that campaign that have smaller goal amounts had a higher percentage of successful outcomes. The higher the goal amount, the greater the probability of a failed campaign. On average, the probability of a successful outcomes falls to 28.6% and less once the goal is higher than 45000.

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

Representation is a limitation of the dataset – since over 300,000 projects had been launched on kickstarter, this dataset is not representative of the entire population. This dataset has only captured 4114 projects listed.

Privacy is another limitation of the dataset - some projects may have been successful, but not recorded for user privacy, as a result, skewing the data.

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

Pledged amount per category and the state of the campaign -- technology has the highest pledge summed amount

Pledge amount by country and state of the campaign – US has the highest pledge amount and success

Relationship between country and the state per campaign