Unit 1 | Assignment - KickStart My Chart

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

1. Film & Video, Music, and Theatre have the highest rates of success. Their subcategories have clear and distinctive successful genres. For example in Music, Rock and Indie Rock comprise 74% of the entire category’s successful campaigns.
2. Food, Games, and Photography are more likely to fail than any other category as a whole. Their subcategories also have clear and distinctive categories. For example, in Food, while Restaurants and Food Trucks have a 0 % success rate, Small Batch genres, if not canceled, have a 100% success rate.
3. Campaign creation surges during the Summer months before plummeting by around September. More successful rates seem to favor those started in April/May, rather than June/July. Perhaps backers’ support favors that time period.

*Question 2: What are some of the limitations of this dataset?*

Most of the campaigns (74%) come from the United States, and an overwhelming (94%) amount are from primarily English speaking countries. Staff Pick’s are likely skewing the data favorably. Data is from a large window of time, and trends likely change.

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

A graph that lists successful subcategories from within the categories would be useful. This stacked with geographical and month over month graphs of success rates could be used to strategize launching campaigns with maximum success possibilities by the aforementioned specifications.