Hung Dang

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Homework: Kickstart My Chart

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

1. The theater and music categories are the top two performing in terms of total campaigns and successful campaigns. Many of these campaigns have low goals and the scope of the projects are minimal.

2. The subcategories of rock(music) and plays(theater) are the most successfully funded. All 260 rock campaigns were successful and almost 70% plays were successful.

3. Non US campaigns only account for 25% of the total campaigns. However, they perform on par with US campaigns at around 50% successful.

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

* Data set is only 4,000 Kickstarter campaigns
* There are outliers, for example campaigns that have goals from 1-100
* A rock album campaign of $10 is equally compared to a tech campaign +$50,000
* Marketing strategy and design of Kickstarter pages not accounted for

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

* Subcategory average donations
* US vs Global trends in category/subcategories
* Successful campaigns and launch rates