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Unit 1 | Assignment – KickStart My CHart

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# Kickstarter Data Questions

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

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|  | * Kickstarter has *many Theater related projects, of which plays make up the majority, and J*ournalism related Kickstarter projects have an extremely low * Music related projects have the highest success rate except for faith, jazz and world music projects which did poorly. * There is a much higher rate of success in the spring; however, causation may require additional investigation (e.g. perhaps better planned or thought through projects are kicked off in the spring). |

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

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|  | * No state or province or local data characterization is available * Some canceled projects where funded, no “reason for cancellation” provided * Average donation is basic, and a standard deviation or other stats on user donations could prove helpful * Does pledged equal funded? * Knowing product, service or venue service might also be helpful |

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

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|  | * The requested pivots looked at counts and percentages or rates would likely be more powerful. Look at the categories by rate of success. * Look at the same statistic by location (can be viewed with requested filters)   + E.g. found it interesting that in France, Kickstarter is user more for technology projects that theater projects |
|  | * Compare staff picks to success to assess “staff” effectiveness at picking winners * Look into success rate based on goal (in bonus question) |