

# Unit 1

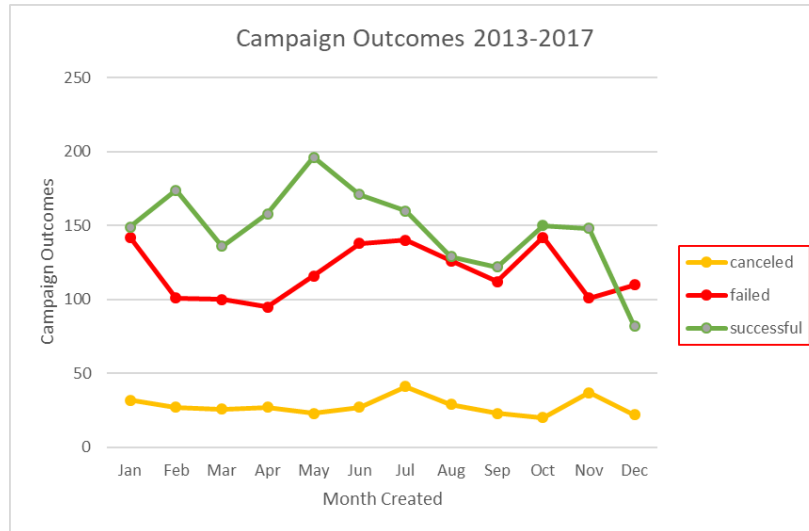
# Assignment

KICKSTART MY CHART

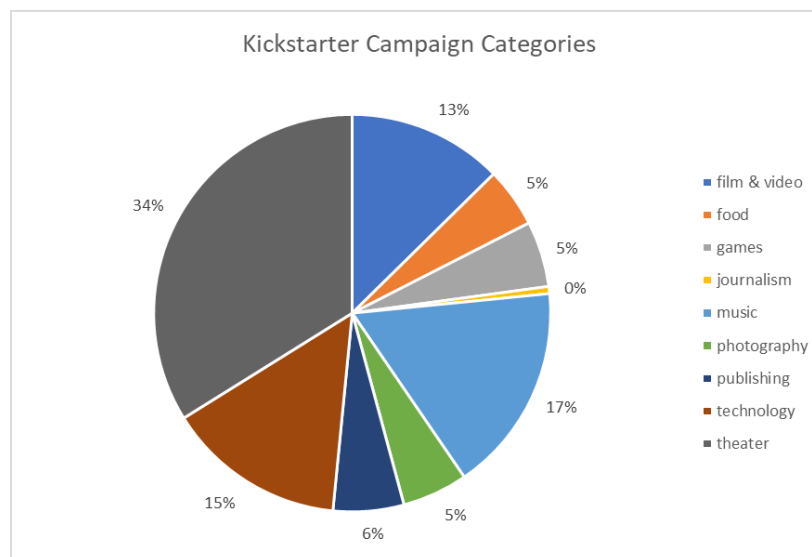
Jana Norvell | KU Data Analytics Bootcamp | Dec. 8, 2017

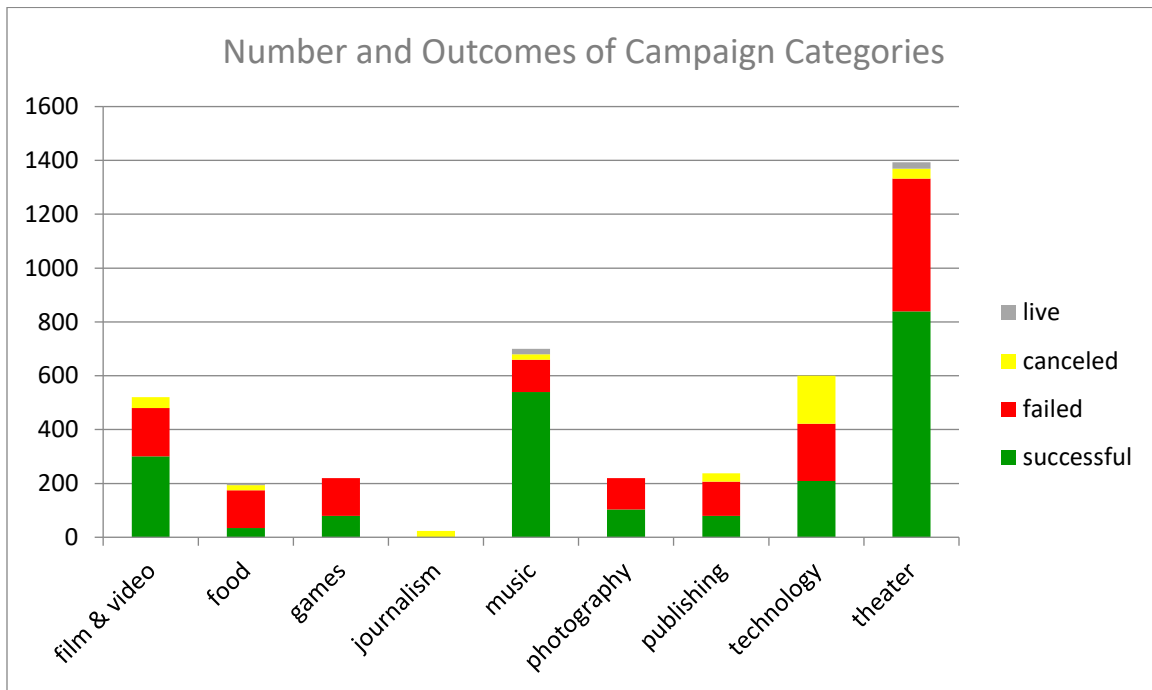
## What are three conclusions we can make about Kickstarter campaigns given the provided data?

1. Campaigns created in May correlate with the most success, while campaigns created in December correlate with the least success. This trend is consistent over the past five years across all parent categories.



2. Kickstarter is a good fundraising tool for Theater campaigns. Theater made up 34% of the all campaigns (twice as many as the second largest category of Music at 17%).



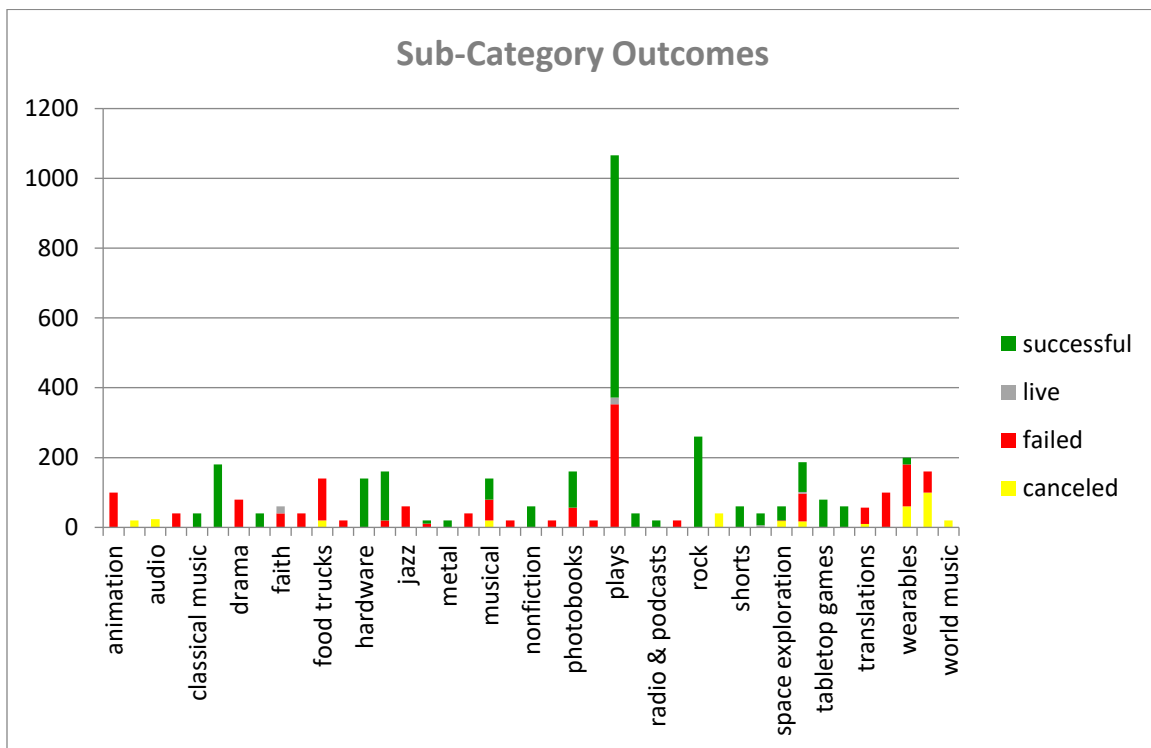


3. Subcategories with 100% success rates include:

- Film & Video: Documentary, Shorts, and Television
- Games: Tabletop Games
- Music: Classical, Electronic, Metal, Pop, and Rock
- Publishing: Nonfiction and Radio/Podcasts
- Technology: Hardware

Subcategories with 100% fail rates include:

- Film & Radio: Animation and Drama
- Food: Restaurants
- Games: Mobile and Video Games
- Music: Jazz
- Photography: Nature, People, and Places
- Publishing: Children's Books and Fiction
- Technology: Gadgets



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

The dataset doesn't show the level of promotional efforts of the campaigns. These variables may include the number of page views, visibility among the target audience, and the overall persuasiveness and goals of the proposed project.

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

- How the Spotlight and/or Staff Pick features correlated with campaign outcomes
- Duration of campaigns and how length of time correlated with outcomes
- Patterns of high or low average donations per backer among specific categories
- Popularity of different categories among other countries/currencies