# Unit 1 | Assignment - KickStart My Chart

**Over two billion dollars have been raised using the massively successful crowdfunding service, Kickstarter, but not every project has found success. Of the over 300,000 projects launched on Kickstarter, only a third have made it through the funding process with a positive outcome.**

**Since getting funded on Kickstarter requires meeting or exceeding the project's initial goal, many organizations spend months looking through past projects in an attempt to discover some trick to finding success. For this week's homework, you will organize and analyze a database of four thousand past projects in order to uncover any hidden trends.**

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   1. Based on this data, the most popular month to launch a Kickstarter is June, and the least popular is December.
   2. Based on this data, the Theater category makes up the majority of Kickstarters with about one third of the overall count.
   3. Based on this data, Kickstarters in the Music category are the most likely to be successful, and those in the Food category are the most likely to fail.
2. What are some of the limitations of this dataset?
   1. This data only includes 4,000 of the 300,000 projects mentioned in the introduction. The success rate for these 4,000 Kickstarters was higher (at over half) than mentioned in the introduction (only about one-third). Therefore, the data included for this assignment is skewed towards more successful projects. There may be outliers within this data contributing to the higher success rates.
   2. This data doesn’t include other variables, like marketing efforts to advertise the Kickstarter, or what rewards were offered for donations.
3. What are some other possible tables/graphs that we could create?
   1. We could summarize the number of backers to see which categories tend to generate the most interest, or which categories tend to have the highest donation per backer.