**Unit 1 | Assignment - KickStart My Chart**

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1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   1. The category/sub-category – Theatre/plays had both the most amount of successes and failures.
   2. The category/sub-category – Technology/web had the most amount of cancelled campaigns.
   3. The month of May has seen the most success in both count (233) and success rate (61%). December is the month with the lowest rate of success. (111 successful campaigns, 44% success rate).
2. What are some of the limitations of this dataset?
   1. The data does not take into account qualitative factors of the name/blurb and viability of the product in the marketplace.
   2. The data does not take into account the execution of the campaign (launch + marketing strategy). It does not have a rating/score for how well the marketing, videos, images, messaging within the campaign had an impact on its success rate.
   3. The data does not take into account the value given in the form of rewards per pledge dollar.
3. What are some other possible tables/graphs that we could create?
   1. Success rate of campaigns by category/sub-category – Although theatre/plays have the highest number of successes, they also account for the highest amount of failures
   2. Analyze time to funding –
      1. Difference between date ended / date created
      2. Backers per day (#)
      3. Percent funding per day (percentage)
      4. Average donations per day ($)
   3. Which categories/sub-categories are receiving the most backing -- number of backers + average donation + percent funded
   4. Where are the Biggest Pockets investing? – Where are the largest investments coming from – Average Donation
   5. Impact of Staff Pick and/or Spotlight on Campaign – Does campaign being designated as a staff pick or in spotlight impact its success rate.
   6. Success of project based on goal. Does the size of the goal influence a campaigns success rate?
      1. Assess reasonableness of campaign goal against other similar projects (category/sub-category)
      2. Get an average range per category/sub-category that are successful
   7. Success rate by country
   8. Create a success rate score when campaign is launched
      1. Amount of funding at any given time per category/sub-category filtered by country – [min/max]
      2. I.e. if $100K is the maximum amount of funding for said category/sub-category and there are 20 projects that are live, with an average goal of $15K (cumulative goal of $300K) – the success rate that your campaign with a goal of $50K is X.