Unit 1 | Assignment - KickStart My Chart

Jason Winer

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   1. Most kickstarter campaigns originate in America and they’re successful about 50% of the time which is consistent with success rates across the rest of the world.
   2. Based on the Bonus slide a person is much more likely to achieve their kickstarter goal if you start small as your success rate goes from 71% at the at the lowest levels of funding to 19% for goals beyond $50,000.
   3. Interestingly enough theater and specifically its sub-category plays seem to have the largest number of kickstarters and number of successful ventures relative to other types followed by music kickstarters. Music tends to be the category that most often most achieves its goal at a 71% success rate
2. What are some of the limitations of this dataset?
   1. No foreign exchange rate to translate donations into common currency
   2. Sampling methodology unknown—random? Time period queried from?
3. What are some other possible tables/graphs that we could create?
   1. Kickstarter success/failure across countries. i.e. like the category and subcategory pivots but by country.
   2. We could create a pivot table to compare some strata of number of backers, similar to what we did with the bonus problem, to see if perhaps certain categories receive more backers and how number of backers affects success rate.
   3. Success or failure as a percentage by category and subcategory. i.e. Which subcategories and categories tend to be the most successful at reaching their goals.
   4. A pivotchart showing how much money was pledged by category and subcategory to see if perhaps more money is put into one or the other.