# Unit 1 | Assignment - KickStart My Chart Report

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   1. Success rate for projects from 2014 and onwards started to decline. Failed and cancel projects were on par or higher when compared side by side. However, at that same time the number of projects tripled in quantity from that of the previous year.
   2. Of the 9 categories listed, four have the most funding. And yielding a higher success rate. Projects for some of the other 6 categories did not exist in some of the countries at all. For example, journalism, music and publishing.
   3. The geographic area where most projects were started, and with also the highest success rate is the USA with a 73.85% of all projects, and Great Britain following on second with 14.68%.
2. What are some of the limitations of this dataset?
   1. The information provided stated that 2 billion dollars have been raised through founding; and 300,000+ projects have launched. However, the data did not specify a timeframe for the information above. The 4K samples provided range from 2009 through 2017, so I worked under that time line.
   2. 4,000 samples is not enough data to grasp the correct percentage of failed and cancelled projects versus successful ones.
3. What are some other possible tables/graphs that we could create?
   1. I went ahead and added a new pivot table sorted by “state” and “country”, it made sense to find the geolocation of the projects.
   2. A chart listing donations and their geo location would also help.