**Unit 1 Assignment – Kickstart My Chart**

1. **What are the 3 conclusions we can make about Kickstart Campaigns given the provided data?**

Theater has been the most successful category. Theater also has the greatest number of failed projects albeit the chances of success is more to an extent than failure. Along with Theater, music, film and video have been more successful than failure. It is worth devoting more time and money on such projects since they would probably be more success than failure / cancelled. However, journalism is a complete failure. It needs to be investigated if it worth initiating such projects and what can be furthered to succeed these assignments.

Plays has been the most successful sub-category while containing the maximum failures. However, sub-categories like rock and hardware have been completely successful without any failures. It is probable that such projects would generate more success given more time, money and thinking. Also, sub-categories like animation, video games and Jazz, which have been a complete failure would require considerable study and market survey to comprehend how to make these projects successful.

Over the entire year, Kickstart has been successful with most of the projects with some projects canceled and others failed. However, as noted, the success rate merges and subsequently falls below the failure rate at the end of year. Consequently, the revenue declined during the last quarter versus the previous quarters. Hence, it is required to comprehend what kind of projects with what estimation should be executed such that the revenue would be profitable throughout the year.

1. **What are some of the limitations of this dataset?**

The Blurb, currency, staff\_pick and spotlight were redundant data which did not provide any insight.

1. **What are some other possible tables / graphs that we could create?**

We could create some scatter plot to under the linear relationship between the outcomes and success / failure rate. For instance, now we understand the Theater / Plays has been the most successful Category and Sub-Category. We can try to understand further which plays are the most and the least relevant.

A Pie Chart can also be constructed to illustrate the % funded, % successful, %failed and %cancelled. The Pie Chart would illustrate clearly how much of a failure or success the projects with respect to the size / proportion of the slices.