Assignment #1 Report Isha Kundra

Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

1. The first conclusion that we can draw from the Kickstarter campaigns is that Theater is the most successful campaign. We can see from the pivot table and the bar graphs, the success rate is more than doubled compared to the other categories. If we look deeper into the subcategories, we can see it was primarily plays that were successful.
2. From the dataset above, we can see music is the 2nd most successful group. If we look at the subcategories, we can see that rock music is the most successful music type. Compared to the plays, we can see that most of the rock campaigns have been successful compared to the Theater, where there were many more campaigns, and around 500+ plays have failed.
3. Lastly, we can tell that technology had the highest number of cancellations. When breaking the categories down, one can tell the subcategory web was the most canceled than the other types.

What are some limitations of this dataset?

At the beginning of the assignment, we were are not given the complete data set. In the instructions, we are told that Kickstarter has more than 300,000 projects launched. However, the data we are given is partial; we analyzed 4000 projects. The beginning is already a limitation. Second, there was no data that broke down how well each category/subcategory did well during a period. If there was more background information, we could account for the external factors that affected the data.

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

Some of the graphs that we could have created were successful categories/subcategories versus unsuccessful categories. It would have been interesting to see the breakdown of the two types. We would analyze and get a bigger picture of a more successful subcategory in a subcategory and what wasn't. Besides, we could have created/displayed the data's outliers to see which data in the Theater was more outstanding. Lastly, we could have made a graph with and without Theater to see if the data shifted in the other categories.