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Data Visualization

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

**Background**

Over two billion dollars have been raised using the massively successful crowdfunding service, Kickstarter, but not every project has found success. Of the over 300,000 projects launched on Kickstarter, only a third have made it through the funding process with a positive outcome.

Since getting funded on Kickstarter requires meeting or exceeding the project's initial goal, many organizations spend months looking through past projects in an attempt to discover some trick to finding success. For this week's homework, you will organize and analyze a database of four thousand past projects in order to uncover any hidden trends.

**Report**

What are three conclusion we can make about Kickstarter campaigns given the provided data?

1. The data shows that in the US marketplace the most successful areas for Kickstarter funding were in the verticals of – Theater, Music, Film & Video and Technology. The most successful Theater-related funding was focused on Plays. Plays had the highest number of successful funded projects by a wide margin. In fact, none of the project were cancelled. Although there were more failed Plays that most of the other Kickstarter sub-categories had in totality.

2. The data reveals that the European counties, including Germany, France, England, Italy, etc., had a greater and more varied investment across the sub-categories. The Asian countries reflected a more conservative funding approach, which seemed to favor Technology. The European counties favored investments in Theater and Technology.

3. This database of four thousand past project shows the share of successful, failed, canceled, and live funding projects on Kickstarter. As of August 6 2018, the success rate of fully funding a project was percent.

What are some of the limitations of this dataset?

For the years 2014 and 2015, there is a clear trend showing a decline in Kickstarter funding. If there were some additional 3rd party data sets, which could be integrated with the available data, this could have provided additional perspective on areas such as - market conditions, stock market valuation, interest rates, investment trends, etc. This additional data could have provided interesting additional perspective on financial market conditions that may have impacted Kickstarter-related funding and the success of the Kickstarter companies.

What are some other possible tables?