# Unit 1 | Assignment - KickStart My Chart

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

The first and most simple conclusion is that Theater projects, specifically plays, are the most successful kickstarter projects, since they have the most successful and live projects of all the categories and sub-categories, quantity-wise.

That doesn’t necessarily mean that one should not consider other categories. There were half as many projects in the Music and Film & Video categories and 77% of the Music projects and 60% of the Film & Video projects were successful, versus 60% of Theater projects. As a matter of fact, most categories have over a 30% success rate. When you think that 80% of new businesses fail within the first 18 months, this seems like they have a slightly better chance at succeeding.

Another observation is that the vast majority of projects originate in the US, however only 54% are successful and 1% actually went live. Great Britain is next, with 60% success rate and just over 1% live. Countries with smaller submissions seem to have just as high, or higher success rate. The data doesn’t readily point to the project type success being specific to a country.

Lastly, it does seem that the projects with lower $ goals, less than 5000 (regardless of currency) have a higher probability of succeeding. The % successful starts going down to less than 50% as the goal gets over 10,000.

## What are some of the limitations of this dataset?

The most glaring is that we don’t have definitions for what successful, failed, canceled, and live mean. We have to make our own assumptions. Same with staff\_pick and spotlight columns.

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

I like working in percentages, so I converted the 2 assigned tables/graphs into percentages to make my analysis. Out of curiosity, I’d look at the number of backers per project and see if that made a difference, as you would think the more people believe in the project, the more successful it would be. However, it could also mean that each pledged due to the small amount needed, not necessarily because they believed in the project. Lastly, we could also include the staff\_pick and spotlight data to see if however that was used to advertise made a difference (assuming that’s what it means).