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

1. **What are three conclusions we can make about Kickstarter campaigns given the provided data?**
   1. Most of the campaigns run by KickStart are for the “theatre” category and more specifically the “plays” sub-category.
   2. Tech has the highest amount of canceled campaigns.
   3. Campaigns with a goal of $1000 to $4999 had the highest number of total projects yet campaigns with a goal of less than $1000 had the highest percentage of success.
2. **What are some of the limitations of this dataset?**
   1. We don’t know how much each campaign was marketed which could in turn impact how close the pledged assets came to/fell short/exceeded the goal.
   2. We are not sure if the campaigns are reoccurring or not. In essence, is it a new campaign that will only happen once or does it happen once every year or once every month?
3. **What are some other possible tables/graphs that we could create?**
   1. In reference to the bonus task, we could create three pie charts to show the distribution of percent of campaigns within different goal ranges which were successful, canceled or failed.
   2. We could run a regression analysis to see if there is a direct correlation between the number of backers and the goal. If there is a correlation we would see that goals go up as the number of backers go up. It is however possible that there is no correlation and that though there were fewer backers, those backers were donating more.
   3. We could create a bar chart that shows the length of the campaign in months or years and compares it to the pledged amount. If it’s a pivot table bar chart we could add a filter for parent category and sub-category so we could figure out the optimal length of campaigns by category/sub-category to get the highest amount of pledges.