Tom Harmon

Unit 1 | Assignment - KickStart My Chart

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1. **What are three conclusions we can make about Kickstarter campaigns given the provided data?**

* As a whole, Kickstarter campaigns have a little better than a 50% success rate.
* Certain categories of campaigns appear more likely to succeed, especially those for performing arts such as theater, music, and film/video.
* Campaigns initiated in the first half of the year (February through June) tend to be more successful, while campaigns at the end and very beginning of the year (December/January) are more likely to fail. (Possibly due to competition from holiday gift-giving and/or end of year charitable giving.)
* Bonus: People must hate being asked to support jazz. None of the 60 jazz campaigns were funded.

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

* For this specific dataset, it’s too bad there’s not any context for the “bonus” people get for pledging money at a certain amount – which would probably also account for the popularity of some campaigns.

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

* Average campaign goal per category/subcategory
* How the length of the campaign compares to each category/subcategory
* How the length of the campaign compares to the size of the goal
* How being in the “spotlight” compares to success rate

To submit please save the excel workbook to GitHub then create a sharable link and submit the link to https://bootcampspot-v2.com/.