Data Analytics Homework 10/30/19

1. Given the provided data, what three conclusions can we draw about Kickstarter campaigns?
   1. If you are going to create a Kickstarter campaign, you should do so in May or June, because that is when the highest number of campaigns are funded.
   2. The category with the highest number of successful campaigns is Theater.
   3. The subcategory with the highest number of successful campaigns are plays.
2. One limitation is that, due to the Technology-focussed nature of Kickstarter, we might not be able to extrapolate very well from past data as to what kinds of future projects may be funded. In other words, future technology may be highly unpredictable. Another limitation is that we don’t have access to consumer feedback in this dataset, so it is difficult to understand why a certain product may be successful or not.
3. A pie chart may be helpful in showing the proportion of campaigns that are successful and those that are not. Some readers may prefer a bar chart as opposed to a stacked column chart when viewing the count of successful and unsuccessful campaigns as sorted by category and subcategory.