Unit 1 – Homework: Kick start my chart

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**Purpose:** Analyze data in StarterBook.xls

In this homework, we analyzed the campaigns status per categories (fig 1) and per sub-categories (fig 2).

## Question 1: Give three conclusions

Here are the conclusions:

1. The most successful categories are “theater”, “music” and “film” & video. None of campaign in category “Journalism” was successful.

Figure : Status of campaigns per categories

1. Within a same category, all campaigns are not all successful. Some sub-categories had all failed or cancelled. For example, in “Film and video”, all campaigns in “science fiction” were cancelled, all campaigns in “animation” and “drama” failed. Successful campaigns are in the “Documentary”, “short” and “television”. It suggests that if campaigns are submitted in one of these three sub-categories, they may have better chance to be successful. Similar conclusion can be made for “rock”, “classical music”, “electronic music”, “hardware”,” metal”, “nonfiction”, “radio & podcasts”. For “Theater”, campaigns in “plays” are more successful than other sub-categories. None of the three sub-categories have a 100% rate of success nor of failure.

Figure : Status of campaigns per sub-categories

1. The campaign submitted in May are more successful that the one submitted in Dec. The cancellation rate is regular and does not depend on the submission month .

Figure : Status of campaigns in function of submission month

## Question 2: Limitation of the dataset

The datasheet is handling campaigns from different countries, and it uses different currencies. It will good to convert all the budget information in one same currency (like USD) and actually the budget. It is probably easier to finance small project than large one.

## Question 3: other possible tables and graphs

I would like to look if the country of the project does impact the campaign status. I would like to look the financial aspect. Is it easier to get a project with a smaller budget?