Kickstart my chart

*Unit 1 | Assignment 1*



Over two billion dollars have been raised using the massively successful crowdfunding service, Kickstarter, but not every project has found success. Of the over 300,000 projects launched on Kickstarter, only a third have made it through the funding process with a positive outcome.

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

* Right off the bat you can immediately notice the saturation of campaigns in the theater category, most of which being plays. They make up about 33% of the entire list of projects provided.
* Tech related campaigns have the highest cancelation rates,
* Rock related campaigns have a 100% success rate.

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

* This data set is limited the launch and deadline times of the data pull.
* Also limited to the set fields the query has pulled
* No granular data, detailed data of each campaign such as the time and dates of each pledge and what the pledge amount was.
  + Country. City, state of backer.
* No video links, or additional info about the campaign page

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

* Pie chart split in percentage of total campaigns submitted in each category.
* Table/Graph of Campaign by Country
* Table/Graph of Staff pick False vs True
* Table/Graph of Spotlight False vs True
* Relationship between length of blurb and outcome