KickStart My Chart

1. What are the three conclusions we can make about Kickstarter campaigns given the provided data?
   1. As the amount of the pledged dollars go up, the more kickstarters become less successful and more likely to fail.
   2. Journalism category (albeit a small sample) is the only category that has no successful kickstarters.
   3. Theatre is by far the most popular category and plays is by far the most popular sub-category for all kickstarters.
   4. US has the most kickstarters per country. US counts for 74% percent of all kickstarters.
2. What are some of the limitations of this dataset?
   1. Kickstarts usually have a starting-off pledge. Would like to gather that information to see how much that may influence other pledges.
   2. Data on who is making the pledges and how much.
   3. What does the “spotlight” column/header mean?
3. What are some other possible tables/graphs that we could create?
   1. Would be great to get percentages successful per each category and sub-category. This would help decide what people like to invest money in.
   2. A chart showing the amount of time the kickstarter takes from created to deadline in relation to success and/or failure rate.
   3. Chart showing percentages of each country’s pledge amount per total.
   4. Chart showing percentages of each country’s kickstarters per total.