**Kickstart My Chart**

Conclusions

January 2021

by Richard Guarnieri

Contents

[Given the provided data, what are three conclusions we can draw about Kickstarter campaigns? 3](#_Toc59353502)

[What are some limitations of this dataset? 4](#_Toc59353503)

[What are some other possible tables and/or graphs that we could create? 5](#_Toc59353504)

[Change Control 6](#_Toc59353505)

# Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

Conclusion #1: over half of KS campaigns are successful.

Conclusion #2: most of KS is segregated to Theaters (specifically plays) followed by Music and Film & Video.

Conclusion #3: campaigns are steady throughout the year, with a short dip by year-end.

# What are some limitations of this dataset?

Would be great to have additional granularity on product lines as well as geographically zip codes so we can deep-dive into country level.

# What are some other possible tables and/or graphs that we could create?

Pareto chart by Goals, campaigns by countries i.e. heatmap on where they are condensed, # of campaigns per year, YoY growth/decrease are among some of additional information we can gather from the dataset.

# Change Control

|  |  |  |  |
| --- | --- | --- | --- |
| **Version** | **Date** | **Modified by** | **Comment** |
| 1.0 | Dec 20, 2020 | Richard Guarnieri | Initial Draft |