**CWRU Data Analytics** Robert Wood  
Unit 1 | Assignment - KickStart My Chart 2/13/2019

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

* More Kickstarter projects have been created under the category Theater than any other category (34%), and the majority of these (77%) are Plays.
* Fewer Kickstarter projects have been created under the category Journalism than any other category (0.6%), and all Journalism projects were canceled.
* More successful Kickstarter projects have been created in May (233) than in any other month. Fewer successful projects have been created in December (111) than in any other month.

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

* This data is limited to Kickstarter projects and therefore does not include other crowdfunding sites (e.g. Indiegogo, GoFundMe).
* During the time period covered by this data (2009-2017), categories and subcategories may have changed or been introduced (for example, Journalism and Crafts were not introduced as distinct categories until 20141).

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

* Graph of volume of projects in each category over time
* Graph of success rate of projects in each category over time
* Graph of goal vs. project status (how does the funding goal correlate with the success or failure of a project)
* Graph of project duration vs. project status (how does duration correlate with the success or failure of a project)
* Graph of success rates by country
* Comparison of success rates of projects that were “Staff Picks” or “Spotlight” to those that were not
* Graph of average donation by category

1<https://www.kickstarter.com/blog/introducing-two-new-categories-journalism-and-crafts>