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| Unit 1 |
| StarterBook\_HW |
| BootCampSpot |

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# Unit 1 Homework: Kickstart My Chart

## ## Background

Over $2 billion has been raised using the massively successful crowdfunding service, Kickstarter, but not every project has found success. Of the more than 300,000 projects launched on Kickstarter, only a third have made it through the funding process with a positive outcome.

Getting funded on Kickstarter requires meeting or exceeding the project's initial goal, so many organizations spend months looking through past projects in an attempt to discover some trick for finding success. For this week's homework, you will organize and analyze a database of 4,000 past projects in order to uncover any hidden trends.

## ## Instructions

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

The overall winner for the kickoff strategy is theater but this graph also shows that it is the number one strategy for failed campaigns.

The graph indicates a high success rate in the plays category. This is also reflected in the category graph with theater being the best kickoff strategy for campaigns.

Based off the data in the graph campaigns were more successful when they are kicked off in the spring months: April through June. The number of failed campaigns shows the same trend regarding increasing April through June and peaking in July.

My recommendation would be to kickoff in May because the data shows this is the prime month to start. The target audience would be people that attend theater. The focus would be homed in on anyone who attends plays.

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

The data is very generalized. It would be nice to see the demographics of the information. For example, how does age of the targeted audience play into the success of a campaign.

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

I was curious about how the length of time affected the outcome of the campaign. The average campaign lasted 25 days but the most successful campaigns were between 21 and 24 days in length. The interesting twist to this data is that the number failures also falls between that timeframe.

## ## Bonus

Below is a graph that shows the relationship between the number of campaigns and the rate of the status.

## ## Submission

\* To submit your homework, upload the solution and files to a GitHub repo, Dropbox, or Google Drive and submit the link to <https://bootcampspot.com/>.