HW 1: KickStart My Chart

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   1. The top 3 categories of campaigns are: theater, music, and film & video. The top subcategory is plays.
   2. Music has the highest % of successful outcomes out of total campaigns in that category. Theater and film & video also have relatively high success rate.
   3. Animation and drama have 100% fail rate, while food, publishing, and games have relatively high fail rates
   4. As the goal gets bigger, the success rate of campaigns decreases
2. What are some of the limitations of this dataset?
   1. Data doesn’t account for more granular level of geography within the country. Some of the theater-type campaigns may be local projects, rather than national, and be dependent upon the target geography
   2. Data doesn’t capture how quickly the pledges were fulfilled, which would capture how popular certain campaigns were and thus, how successful they were
   3. Data doesn’t account for any outlier donors that may have skewed the result. The campaign may have been successful because of one or few big backers.
3. What are some other possible tables/graphs that we could create?
   1. Pie chart for each category or subcategory to see which categories had the highest % of successful outcome or highest % of canceled outcomes
   2. Scatter chart with backers\_count and average\_donation