**Unit 1 | Assignment - KickStart My Chart (Report)**

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

1. Globally, Kickstarter campaigns under the parent category theater and sub-category plays have been most successful.
2. Globally, and across parent categories, more successful Kickstarter campaigns are created at the start of summer.
3. Kickstarter campaigns are more likely to be successful as the goal range decreases.

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

1. This dataset does not take into account the affluency of campaign backers. Some campaigns may be backed by few wealthy family members, while other campaigns may be backed by multitudes of small-donation backers. The calculation for average donation is not meaningful or reliable in accounting for a mix of the two scenarios with outliers.
2. This dataset does not take into account the hit count, relevance, or reach of the campaign over time. The data may be skewed if a campaign gains sudden traction during the elapsed time between launch date and pledge deadline. Popularity can be based on how frequently the campaign is viewed, as well as the spotlight status and staff-pick status.
3. A few entries are noted as both cancelled and fully exceeding funding, without staff-pick or spotlight status. (Refer to HALLAM smart jacket.)

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

1. A stacked bar graph of campaign state depending on spotlight status.
2. A stacked bar graph of campaign state depending on staff-pick status.
3. A stacked bar graph of campaign state depending on spotlight status broken down over category.