Unit 1 Homework: Kickstart My Chart

1. 3 Conclusions to draw from the data:

* Music as a whole has the highest chance for success by category
* The more money needed, the higher the chance of failure. If you need less money, you’ll have a higher chance to succeed
* Launch Kickstarter in Summer, has highest success rate. Maybe people are more willing to spend money in the summer compared to other seasons.

1. One limitation is marketing data. I know marketing is huge for Kickstarters and we don’t know how each project went about it. It’s vital for success and since we don’t have that data it’s hard to draw solid conclusions
2. Other tables would be to look at backers\_count and play around with that. Which categories had the most/least backers and relate that to success. Throw in average donation and we can see how the money flowed in for each project.