**UCI Data Boot Camp**

**Unit 1 | Assignment - KickStart My Chart**

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1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
2. Analyzing the data by category shows that the most popular categories have a higher rate of success than very unpopular categories (less than 10% of the total number of campaigns).
   * However, one category (Technology) has an equal chance of succeeding, failing, or being canceled.
3. Analyzing the data by subcategory reveals that it is not a useful measure of success. Only one subcategory stands out in popularity (Plays at 26% of the total number of starts) and the rest are under 6%. Even though Plays had a higher rate of success, the rest of the subcategories are wildly mixed between success and failure.
4. Analysis of success vs. failure based on the month of the launch shows us that if you launch the campaign from February through May (Spring season) you have a greater chance of success. However, beginning in June, that margin starts to narrow and the percentage of successes vs. failures in the summer gets close.
5. What are some limitations of this dataset?
   1. It doesn’t give you any detailed information backers (i.e., are wealthy people more willing to donate to Kickstarter campaigns, does where the backer live predict donations, etc.)
   2. There’s not enough information about how the campaigns asked for money outside of Kickstarter. It would be useful to know which ones launched social media campaigns (Twitter, Facebook, Instagram) and whether or not that helped raise money.
6. What are some other possible tables/graphs that we could create?
   1. We could do more analysis based on the number of backers. Number of backers per campaign by outcome.
   2. Analysis based on average donation. Do successful campaigns have a much higher average donation?