Kickstart my Chart – Data Analysis  
Shuja Sajjad

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

The included Kickstarter dataset provided valuable insights into the nature of grassroots entrepreneurship in our tech-centric era. Clear takeaways from the data set include:  
  
-Surprisingly, the theater and art projects were the most abundant in utilizing Kickstarter for their capital needs, with a global 60% success rate. This was initially surprising, given that the most visible Kickstarter projects are usually technology related.  
-Unfortunately, but consistent with the current media climate, there were no successful journalism projects, with all 20 being canceled. A certain ancillary factor in this trend is the current trend of internet advertising driving the majority of journalistic revenue.  
-Understandably, the technology space for attaining Kickstarter capital is highly competitive, with only 35% of projects proving successful. Given the generally cutthroat profit margins, and the tight control of the market by behemoth technology companies, this is not surprising.  
-Projects with modest capital goals are the most successful, with a 71% success rate for projects that wish to raise $1000 or less, and a 66% success rate for projects under $5,000.

1. What are some limitations of this dataset?  
     
   The dataset provided gives insights into broad trends of the nature, and outcomes, of recent projects. It is limited into giving deep insight of the nature of the “donations.” For example, it would be very insightful to know the actual amount each backer gives to the different types of projects, which would let us know whether successful projects aimed to target fewer, yet larger, donations versus small, abundant donations. This would also give us information on which categories certain economic demographics of backers, and their preferences in donations.   
   The dataset is also limited in providing deeper demographic location data of the projects. That information would let us deeper analyze the role that geography plays in categories of the projects and their success rates.
2. What are some other possible tables and/or graphs that we could create?

It would be very interesting to analyze the role that specific currencies play in categories of projects and their success rates. This could be visualized by plotting currency types versus project success rates in the line graph. Another interesting insight would be to make a pie charts based on each currency with the categories of projects. This could provide a simple, high level analysis of the role geography plays in category backing preferences.