**KickStart My Chart**

Analysis Report

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

1. The performing arts (theater & music) are well represented; plays alone account for over a quarter (26%) of all KickStarts in the dataset.
2. The beginning of the year (Jan-May) appears to be kind to KickStarters, while success dwindles as the year draws to a close.
3. Although technology does not look like a promising endeavor, KickStarts in hardware have yet to produce a failed or canceled project (140 successes), according to the dataset. Web-based or wearable technologies should be avoided.
4. Although technology does not look like a promising endeavor, KickStarts in hardware appear to perform very well, with all 140 hardware KickStarts in our dataset ending in success. Web-based or wearable technologies should be avoided, according to the data.

# What are some of the limitations of this dataset?

1. Currently, the funds have not been converted into a consistent currency so this may leave financially-based conclusions prone to error.
2. The set is a small sample (only about 1.3% of total KickStart projects, according to the instructions) and the retrieval method of these is unknown. It appears this is a fair and random sampling, though without knowing more, biases may belie the data.

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

1. After converting the monetary data to a consistent metric:
   1. How do “Staff Picked” projects perform against others?
   2. Which categories command the largest average donations and most donors and funds?
2. Do modest goals succeed at a higher rate than more ambitious goals or is there no correlation here; is there a correlation between the stated goal for the project and its success?
3. Do projects have a higher likelihood of success based on which country they are from?