Unit 1 Assignment - KickStart My Chart

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

Based on the given data, it can be concluded that the music projects with more than 75% success rate are the the most successful Kickstarter campaigns. Within music catefory, the projects under sub-categories “rock”, “classical”, and “electronic” enjoyed 100% success rate.

The Kickstarter projects with goal amount of less than 10000 are most likely to succeed. As the goal amount increases, so does the risk of failure.

The food Kickstarters are the least successful with only 15% success.

1. What are some of the limitations of this dataset?

Approximately 10% of the Kickstarter projects have not received any pledges and many of these projects are in one category. The data doesn’t explain the reasons for not receiving pledges for these projects. No pledges also skew the average donations for these category.

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

The bar chart displaying the average donations by the the category/sub-category helps understand which category/subcategory would receive most donations.

The pie chart indicating the success percentage for the category. The plot immediately shows that the category “music” is the most successful category.