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

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

There are three conclusions I’ve come across from my observations of the pivot tables and charts based on the data. The first conclusion is that the top three campaign categories, in terms of successful funding, involve live or moving pictures or sounds such as “music”, “film & video”, and “theater”, with the exception of “games” (specifically mobile and video games).

These top three campaigns seem to have more successful funding than campaigns that are more tangible, static or physical in nature, such as “technology”, “publishing”, “photography”, “journalism”, and “food”. The less tangible parent categories, such as “music”, “film & video” and “theater”, have a considerably higher ratio of successful funding to unsuccessful funding outcomes, such as failed or canceled, relative to the other parent categories.

The second conclusion I’ve seen are that there are several sub-categories that have 100% successful funding such as “documentary”, “electronic music”, “metal”, “pop”, “rock”, “shorts” and “television” from the top three parent categories. There are only a few sub-categories from the more unsuccessful or tangible parent categories which have received 100% successful funding, such as “hardware”, “nonfiction”, “radio & podcasts”, “tabletop games” and “small batch” (with small portion in live state). The majority of the sub-categories in the more tangible categories have overwhelmingly failed or have been cancelled, with the exception of “wearables”, “space exploration”, and “makerspaces”.

The third conclusion I’ve seen are that the highest number of successful funded campaigns began in May and the highest number of failed campaigns began in June, July, Oct and Jan and highest number of canceled campaigns began in Jul and Nov. There is overall higher number of campaigns during the spring and summer months, with a drop off going into fall and winter months. However, you will find some variances for each category. For example, the tangible categories have the highest number of failed campaigns in the beginning of the year and summer months.

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

The dataset does not provide information on the different kinds of pledges and gifts or items (i.e. early release or rare / customized product) the backer will receive for each campaign, which can heavily influence how much a backer will pledge. There is also limited data on the quality of presentation and copywriting of the campaign (i.e. video introduction and persuasive and engaging writing and infographics), which can also heavily influence a backer on pledging. The dataset also does not provide info on how the campaign was shared social media and the sentiment it may have had, which can have a huge effect on spreading awareness to potential backers and as a result, amount of pledging.

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

You can create a table and graph showing which campaigns were successful if they were staff picked and had more exposure. You can also have a table and graph, which shows the length of campaign based on subtracting “date ended conversion” from “date created conversion” and compare the campaign length between categories, outcomes, and goals as the outcome of the campaign can change depending on the goal and length of the campaign to allow backers more time to pledge for larger goals.