Starter Book Report

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

* Kickstarter’s success/fail ratio is very positive being that 2,185 of their campaigns turned out successful while 1,530 of them failed.
* Their most successful campaign category is music with a success to fail ratio of 540:140.
* Campaigns that receive 100% or more of their funding goal ten to succeed whereas campaigns that receive less than 100% of their funding goal tend to fail.

1. What are some limitations of this dataset?

* Countries other than the US barely have any campaigns attached to them so its hard to see how Kickstarter performs in other countries.
* A lot of the focus of their campaigns went into just a few main categories, it would be nice to see how kickstarter does when they broaden their horizons.

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

* We could make a line graph using the date created, date ended, and pledged money to analyze how quickly people donated to which category.
* We could make a graph that would analyze the goal funding verses the pledge funded for each category and use that to better see what categories bring in the most money.
* We could also make a pie chart that would help us to better see the percentages of the total main categories pinned up against each other to help us better view what the main campaign focuses are.