**Unit 1 | Assignment – Kickstart My Chart**

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

Based on the provided data about Kickstarter campaigns, below are the three conclusions:

1. For all countries, the main categories with the most successful campaigns and least failed/canceled campaigns are Theater, Music and Film/Video. Also, Journalism has the less successful campaigns with none being successful out of the total created.
2. For all countries, the Play subcategory has the largest number of successful campaigns. However, other sub-categories such as Classical music, documentary, electronic music, hardware, metal, nonfiction, pop, radio/podcasts, shorts, tabletop games and television have a higher percentage rate of being successful since all campaigns created in these sub-categories were successful.
3. For all years since 2009, May saw a spike in the total number of campaigns created.

**What are some of the limitations of this dataset?**

Some limitations from this dataset are we don’t know the demographics these campaigns were geared for which factor on the reasons for its success or failure (i.e. age set, income, location, etc). Also it does not account for Kickstarter’s Fulfilment policy that was changed in 2011 and 2012 where creators had to start listing an Estimated Delivery Date (2011) and requiring creators to provide information about their background and experience, a manufacturing plan (for hardware projects), and a functional prototype (2012). These could have been factors that affected the dataset instead of looking at the categories.

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

We could create a table to look at the average amount donated and create a pie chart to look at the dollar amount donated by category, sub-category, years, etc.