1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   1. Theater, music, technology, and film account for 78 percent of kickstarter participants. These four categories also show high success rates.
   2. Music led the pack with 77% success rate, followed by theater, film, photography, and technology, 60%, 58%, and 47% respectively. Table below summarized those sub-categories with 100% success rate and guarantee failure.

|  |  |  |  |
| --- | --- | --- | --- |
| **Category** | **Sub-category** | **Successful** | **Failed** |
| **music** | rock | 100.00% |  |
| **music** | pop | 100.00% |  |
| **music** | electronic music | 100.00% |  |
| **music** | classical music | 100.00% |  |
| **music** | metal | 100.00% |  |
| **music** | jazz |  | 100% |
| **technology** | hardware | 100.00% |  |
| **technology** | gadgets |  | 100% |
| **film** | video/documentary | 100.00% |  |
| **film** | video/shorts | 100.00% |  |
| **film** | video/television | 100.00% |  |
| **film** | video/animation |  | 100% |
| **film** | video/drama |  | 100% |
| **publishing** | nonfiction | 100.00% |  |
| **publishing** | radio & podcasts | 100.00% |  |
| **publishing** | children's books |  | 100% |
| **publishing** | fiction |  | 100% |
| **games** | tabletop games | 100.00% |  |
| **games** | video games |  | 100% |
| **games** | mobile games |  | 100% |
| **photography** | places |  | 100% |
| **photography** | nature |  | 100% |
| **photography** | people |  | 100% |
| **food** | restaurants |  | 100% |

* 1. The odds of getting funded is higher in the month of February, April and May. Don’t ask for funding in December.

1. What are some of the limitations of this dataset?
   1. This dataset does not include the project details, business plan, and the biography of the proposer. That’s what people would use to assess the opportunity and decide to pledge or not. Those details along with summary from question 1 should help new entrepreneurs polish their story for the best chance. It also did not provide details regarding data categories: staff\_pick and spotlight. Currency should be neutralized for apple to apple comparison.
2. What are some other possible tables/graphs that we could create?
   1. Pivot table with a column of country, rows to category, values based on the count of state; then sort the data from the largest to the smallest.
   2. Pivot table with a column of year filtered by US, rows to state, and values based on the sum of average donation. Create a line chart. Donation increased from 2009 to 2016 than saw a sharp decline in 2017.