**Written Report**

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**Conclusions**

#1: Kickstarter should prioritize campaigns centered around entertainment in order to create more successful campaigns. The data showed that the most successful campaigns focused on entertainment related categories such as film & television, theater and music. Campaigns centered around categories with the lowest correlation with entertainment, such as journalism, yielded the smallest success rate.

#2: An important finding from the sub-category chart is that the disproportionately large number of campaigns that utilized plays significantly distorted the variance and standard deviation of total campaigns between each sub-category. Once the data on campaigns that used plays is removed, the variance and standard deviation among the rest of the campaigns for each sub-category drops significantly drop and these are closer to each other. However, and this is the main conclusion from this chart, there is a wide variance in the success rate between the sub-categories, with categories like plays, rock, indie rock and hardware being significantly more successful than others.

#3: The third chart (Date Started) revealed that only the success rate of campaigns had a trend that was going upwards or downwards. The rate of successful cases increases from January to May but decreases thereafter. On the other hand, the rate of failure and cancellation remains relatively stable throughout the year. This suggests that people can predict the failure and cancellation rate of campaigns, regardless of month, category or sub-category, much more accurately than they can with success rates.

**Limitations**

There are a few limitations of this dataset. The first one is that the study takes data from the last eight years. If you were to take data from further back, you would perhaps see more variation. It would also be useful to get data on campaigns that have other categories and sub-categories.

**Future Graphs**

A few more graphs that people could do to further develop and verify trends is to look at a line chart that compares the percentages of successful, failed and canceled campaigns over a year. This would allow you to look at proportions of different results and see trends over a year. Another graph/chart would be to record the ratio of successful to failed experiments and graph them via a line chart to track trends. A third option would be to create a new pivot chart with campaigns that fell into the rock, plays, indie rock and hardware sub-categories as the column and the month column as the rows. Then I would create a line chart to see whether the data is frontloaded, backloaded or is evenly distributed. This chart may explain why the only line that had a trendline was successful campaigns over a year.