Kickstarter Campaigns Analysis

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

Generally speaking, media-based campaigns such as Theater, Music, Technology and Film & Video tend to be more successful while campaigns such as Publishing, Games, and food tend to fail. Photography are about half and half between the campaigns failing or being successful. Once we dig into subcategories, we find out that Rock, Metal, Electronic, Pop and Classical music, Plays, Documentaries, Photobooks, Hardware, Tabletop games, Space Exploration, Shorts, Television, Nonfiction, Small Batch as well as Radio & Podcasts tend to be successful. On the other hand, Food trucks, Video Games, Animation, Drama, Jaz, Translation, Fiction, Mobile Games, Children’s Book, Science Fiction, Audio, Nature, Art Books, World Music, Gadgets, Makerspaces, People, Places and Restaurant’s related campaigns tend to Fail or be canceled. Throughout the year, over 300 campaigns are launched each month with December having the least amount of campaigns and results are pretty consistence throughout the year with February, May and June standing out with the most number of successful campaigns and January, June, July and October with the highest number of failed campaigns. Only about 10% of the Campaigns are canceled on regular basis.

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

It does not take into consideration the population on country; therefore, some countries show very low data while it bases a lot of its information on larger populated country. This research could be more accurate if it took a sample based on countries with similar population and market.

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

A table enlisting all Successful Campaigns per country to see more clearly what campaigns are more successful on which places and do the same tables with the different states, especially with Failed and Canceled.