**Kickstarter Report**

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

English speaking countries are more likely than others to use Kickstarter. 94% of campaigns are from English speaking countries. The top four countries represented are the United States (74%), Great Britain (15%), Canada (4%), and Australia (2%). The most commonly used category is theatre (34%.) The most commonly used subcategory is plays (26% of all requested subcategories.) Although Theatre is the most commonly used category, the most successful category to request funding in is music (77% success rate). The most successful music genres had a 100% success rate (classical, electronic, metal, pop, and rock.) The least successful genre was a tie between jazz and world music that had 0% success rate.

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

One limitation of the database is that data only goes through March of 2017. Another would be that Kickstarter has also started two other programs – Quickstarter and Drip. These would provide additional information for other types of projects. Also, it would be interesting to see donor demographic information which is unavailable on this sheet.

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

I would like to see additional data on the subject matter of the plays that have been created and where the plays were being performed, specifically searching for the word “Fringe.” I have friends who participate in Kansas City’s Fringe Festival each year, and this would be good data for them for their projects next year. I would also like to see success rates by country.