**Finding *KickStarter* Success**

1. What are three conclusions we can make about Kickstarter campaigns given the [provided data](Kickstarter%20Workbook.xlsx)?

* The data shows that overall, well over 50 percent of campaigns initiated are successful; while 37% end in failure.
* Far and away, the US is “the” country in which to launch, as US successes represent [76%](Kickstarter%20Workbook.xlsx#"sub_cat PivotTable + Chart"!F59) of the total successes. This shows that there may be a huge untapped international community of potential Kickstarter donors.
* In terms of the successes, the categories which dominate are; [*Theater*](Kickstarter%20Workbook.xlsx#”State_Category PivotTable“!F15)*, Music*, and *Film & Video*. Within those Categories, *Plays, Rock Music*, and *Documentaries* dominate, respectively.

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

If I were to expand the dataset parameters, I would represent the currency in USD to account for exchange rate differences; allowing for “apples” to “apples” analysis. Also, it would be helpful to be able to see if there are backers who pledge across multiple campaigns, so outreach for future campaigns could be targeted for those “big donors”.

To help increase successes, data indicating general reasons for both failures and cancellations would allow focus to on how to improve. Finally, access to data identifying donors, might be used to spot fraud or chronic deadbeats.

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

Looking at the dataset with an eye for [*pledges*](Kickstarter%20Workbook.xlsx#”Looking at $$$”!F15), a very different picture of “success” emerges. Just a quick look comparing “Pledges “to” Categories” [Sub-Categories] shows that while the US is still massive, at 78% pledges, the major Category is *Tech [Hardware]* with the US making up 38% (internationally) of the total pledges in *Tech* alone!

Replacing the “State” parameter with “Pledges” in all the scenarios completed for this assignment would yield the “show me the money” analysis and would highlight which projects are funded at very high level.

We have no insight into the *cost* of a Kickstarter campaign or the amount of matching funds are provided by the campaign initiator. Both of these parameters might inform a prospective start-up as to how to model their financial planning.

**Comments on the** [**BONUS**](Kickstarter%20Workbook.xlsx#”BONUS PIVOTABLE = LOOKUP TABLE”!) **Assignment**

The “Bonus” portion of this assignment revealed the “sweet spot” for the outcomes of “Success” to be in the “1000 – 5000” range. Surprisingly, the outcomes of “Cancelations” and “Failures” are found in high percentage in the “less than 1000” range!