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

* From over all projects
  + 53% successful
  + 37% failed
  + 8 % canceled
  + 1% live
* Category theater, music and film & videos cover 41 % out of 53% successful outcome. From subcategories classic music, documentary, electronic music, hardware, indie rock, Plays, rock covers 36% out of 53% successful outcome.
* theater, music and film & videos also contributes 19 % out of 37% failed outcome

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

* data representativeness
  + 74% projects implemented in the US.

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

Table 1: showing Years of Operations by outcomes

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Outcomes | | | | |
| Years of Operations | **successful** | **live** | **failed** | **canceled** | **Grand Total** |
| 2009 | 7 |  | 4 | 1 | 12 |
| 2010 | 41 |  | 14 | 1 | 56 |
| 2011 | 130 |  | 24 | 6 | 160 |
| 2012 | 221 |  | 58 | 7 | 286 |
| 2013 | 198 |  | 67 | 7 | 272 |
| 2014 | 458 |  | 378 | 67 | 903 |
| 2015 | 574 |  | 543 | 138 | 1255 |
| 2016 | 472 |  | 379 | 97 | 948 |
| 2017 | 84 | 50 | 63 | 25 | 222 |
| Grand Total | **2185** | **50** | **1530** | **349** | **4114** |

Line graph 1: showing Years of Operations by outcomes

Table 2: showing country by outcomes

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Count of country** | Outcomes | | | | | | | | |
| **successful** | **live** | **failed** | **canceled** | **Grand Total** | **% successful** | **% live** | **%failed** | **%canceled** |
| **AT** | 3 | 1 | 2 |  | 6 | 50% | 17% | 33% | 0% |
| **AU** | 19 |  | 41 | 14 | 74 | 26% | 0% | 55% | 19% |
| **BE** | 1 |  | 1 |  | 2 | 50% | 0% | 50% | 0% |
| **CA** | 64 | 1 | 64 | 17 | 146 | 44% | 1% | 44% | 12% |
| **CH** | 1 |  | 2 | 3 | 6 | 17% | 0% | 33% | 50% |
| **DE** | 23 |  | 27 | 3 | 53 | 43% | 0% | 51% | 6% |
| **DK** | 4 |  | 6 | 4 | 14 | 29% | 0% | 43% | 29% |
| **ES** | 11 |  | 9 | 1 | 21 | 52% | 0% | 43% | 5% |
| **FR** | 10 | 2 | 10 | 5 | 27 | 37% | 7% | 37% | 19% |
| **GB** | 366 | 8 | 205 | 25 | 604 | 61% | 1% | 34% | 4% |
| **HK** |  |  | 2 | 1 | 3 | 0% | 0% | 67% | 33% |
| **IE** | 8 | 1 | 4 | 2 | 15 | 53% | 7% | 27% | 13% |
| **IT** | 7 |  | 19 | 3 | 29 | 24% | 0% | 66% | 10% |
| **LU** | 2 |  |  |  | 2 | 100% | 0% | 0% | 0% |
| **MX** |  | 3 | 8 | 1 | 12 | 0% | 25% | 67% | 8% |
| **NL** | 2 | 1 | 14 | 4 | 21 | 10% | 5% | 67% | 19% |
| **NO** | 2 |  | 5 |  | 7 | 29% | 0% | 71% | 0% |
| **NZ** | 3 |  | 5 | 4 | 12 | 25% | 0% | 42% | 33% |
| **SE** | 7 |  | 9 | 5 | 21 | 33% | 0% | 43% | 24% |
| **SG** | 1 |  |  |  | 1 | 100% | 0% | 0% | 0% |
| **US** | 1651 | 33 | 1097 | 257 | 3038 | 54% | 1% | 36% | 8% |
| **Grand Total** | **2185** | **50** | **1530** | **349** | **4114** | 53% | 1% | 37% | 8% |