**Kickstart My Chart**

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

Ans: The following conclusions can be drawn about Kickstarter campaigns:

1. Of the 4114 projects, 53% (2185) were successful and 37% (1530) failed. Projects that were canceled amounted to 8% and 1% is currently live. The number of campaigns have significantly increased from 2009 to 2016. Data suggest that 2017 had less number of projects than previous years. With the growth in the number of projects, there has been a marked increase in the number of canceled and failed projects relative to the successful ones. This suggests that overall Kickstarter campaigns have grown significantly over the years with fairly high success rate (53%). It is highly popular in the US as maximum campaigns are from the US with 76% successful projects followed by GB.
2. Of all categories, theater formed the largest with 34% of total projects, followed by music (17%), technology (15%) and film and video (13%). Remaining comprised of other categories. Of these, music had the highest success to failure ratio of 4.5, followed by theater with 1.7 and film and video with 1.65. Technology was the only category that had an almost equal percentage of being successful (35%), failed (36%) and canceled (30%). Further examination of sub-category wise outcomes suggests that rock music has the highest (92%) success rate, followed by play in the theater category with 83% success rate. For film and video, documentaries have the highest success rate (60%) of all sub-categories.
3. While the overall success rate of projects is around 53%, certain themes seem to have found resonance with the backers i.e. approximately 25% of the overall projects belonging to 5 categories and 12 sub categories (film & video/documentary, shorts, television; games/tabletop games; music/classical, electronic, metal, pop, rock; publishing: nonfiction, radio & podcasts; technology/hardware) had 100% success, with the pledged amount being approximately 218% of the goal size. What is insightful is games (Video/Mobile) even though intuitively seem to be trending topic, however the data seem to indicate low level of backers for this category.

2.What are some limitations of this dataset?

Ans. This dataset doesn’t give information on how many projects gave positive return on investment. Additionally, data regarding what criteria are to be met to qualify for a Kickstarter project would have helped corelate with the interpretations.

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

Ans. Other possible tables and/or graphs we could create would be to create pivot table to analyze the goal and pledged data of project outcomes across categories. Also, if we could check trends and predict as to how many of the live projects would go on to be successful by calculating median and standard deviation and create normal distribution curve to see if the live projects fall within the curve or is it out of range.