**KickStarter Insights**

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

1. Looking at the data given, Kickstarter project are 53.8% are more likely to be successful, 37.6% fail, and 8.6% get cancelled. The technology projects get canceled about a third of the time. When I filtered by successful and unsuccessful outcomes only, it looked like the outcomes of the completed projects as separate categories, there is a lot of difference. It means that Kickstarter in music, theatre, film and video have the highest success rates. On the other hand, food, games, and publishing have the lowest success rates. Also, the projects that were fully finished have only a fifth percent of success rate. This information should lead someone to think before they support a certain category.
2. My second conclusion comes from looking at the forty-one subcategories pivot chart and table, which help us see which subcategories are successful. The projects that are completed in the subcategory are either successful or unsuccessful. Some of the projects with one hundred percent success rate are, television, table top games, small batch, shorts, rock, radio and podcasts, pop, non-fiction, hardware, electric music, documentary, and classical music. On the other hand, projects in the subcategories that are hundred percent unsuccessful, web, videogames, translations, restaurants, places, people, nature, mobile games, jazz, gadgets, food trucks, fiction, faith, drama, children’s books and animation. It is also very important to remember that the sample is smaller which might have influenced some of the results, but by the first glance you can say that plays are in number one.
3. For my third conclusion, the gap between successful and unsuccessful really narrows down from mid may to until the month of December. Past mid-may there is decrease of success, the failed number overpasses successful for the first time. This tells us that when looking at the information, percent funded for the highest and lowest success count and see that there is a important correlation. It is also easy to say that just by looking at the graph, no industry shows a trend in being successful during and towards the end of December.

* What are some limitations of this dataset?

Some of the limitations that we can encounter with this dataset is that there is not a large enough categories and subcategories. Therefore, the statistics are not completely relevant given the sample size. We would also need to analyze the other columns of data to come up with other conclusions.

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

It would be interesting to more information on the success state of the campaign that reached its goal and also delivered the products and services. We could also then find out how many projects were successful for a long period of time.

This data could also be analyzed by the states and see which trend has the highest successful and lowest successful rate.

It would also be interesting to see the data be analyzed by the duration of conversion by using the day it was create and the day it was ended. This could tell us the duration of successful and unsuccessful projects.