**Kickstarter Conclusions**

**Ian Koenes**

**Data Analytics Bootcamp**

**Three Conclusions**

1. The most popular category appears to be theater. Theater has about double the number of events as the next closest category of music. Within the sub-categories of Theater, plays appear to have the most events. Also, the most events amongst all sub-categories, about 5 times the number of events to the next sub-category.
2. The success rate of the events gradually increases in the first quarter of the year, going into the beginning of the second quarter. There is a slight dip between February and March, this will need to be analyzed further. As the year progresses, there is a dip between the middle of the second quarter and the third quarter. There is a pick-up again in the fourth, a dip at the end of the fourth. There appears to be a correlation between the success and failure rate. As most of the rises and dips in failures are opposite in the same months as successes.
3. There appears to be a correlation between the success of the event and whether the event was a failure or cancelled. All events that were successful had met their pledge goal. There are some cancelled and failed events that met their pledge goal as well. These will need to be analyzed further

**Limitations**

The data is unable to determine why certain events were successful, and why others were not. It is unable to determine variables such as seasonality, popularity, and income of buyer. The data also does not show why there is not perfect correlation between categories and there and their outcome.

**Further Analyses**

Other graphs that could be created, there could be a graph to show the relationship between the success rate of an event and whether the pledge goal was met. There could be a graph showing the pledge rate by month. Finally, there could be a graph comparing sub-categories, within the same parent category, to one another.