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

1. **Launch as a US based company.**

Kickstarter, while an international company, is primarily used by the Western world. Over 73% of the launches come from the US and over 77% from North America.

2. **Use Kickstarter if you want to fund an arts based project.**

Kickstarter is heavily used by ‘artists’. Three of the four top campaign categories, by launch count, include theater, music, and film & video. The fourth top category is technology. Many of the remaining categories can also be considered art or art related (photography, publishing, journalism, food).

3. **Use Kickstarter if you are funding a play, especially if it will launch from Great Britain.**

Plays, overall, are well supported by Kickstarter backers. As a sub-category of Theater, they make up nearly 26% of the total Kickstarter campaigns and over 65% succeed. This accounts for over 31% of all successful Kickstarters. Interestingly, international theater campaigns have higher success rate than the US. While the US launches 90% more theater offers than the rest of the world, only 58% of non-live campaigns have reached a goal of 100% or more. International Theater offers have a success rate of nearly 67%. Of these International launches, 79% are from Great Britain. Plays account for 52% of all Kickstarters launched there. Of the concluded British campaigns for plays, 77% have been successes. Campaigns that asked for $5000 or less made up 73% of the successful British play offerings.

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

* There isn’t data for funding across time or length of time from launch that a successful campaign reached 100% of goal. Did the offer reach 100% within a week? Did it take 3 months? Similarly, when a campaign was canceled, how long did it run before it was closed? Do successful campaigns reach a specific portion of their goal within a certain amount of time from launch? Analysis of these missing data points would allow campaign owners to select a reasonable amount of time to offer the campaign for a good chance at success, but also for a short enough window that the offer still creates urgency for a backer to participate ‘now’. Additionally, reviewing successful campaigns’ funding across time may help a current offer creator know if they are ‘on track’ for achievement based on the time left on their campaign. We could analyze these data points based on other Kickstarters of the same sub-category and country and by state.
* There is no information regarding the marketing efforts/dollars related to the campaigns. This likely affects success rate. If something is launched only on the Kickstarter page, without additional marketing, it may be less likely to succeed than a campaign that has multiple marketing efforts (Facebook and the host of social media sites, Google Ads, a website, etc.). Marketing can touch more people and direct them back to the Kickstarted campaign while no marketing relies heavily on a current Kickstarter user actively browsing and coming across the offer and ‘word-of-mouth’.
* The ‘company’ launching the plan is not indicated in the data set. Since many of these are plays, and many plays are successful, is success related directly to the sub-category? Or, is one, or a handful of, successful writer(s)/playhouse(s)/troupe(s)/actor(s) launching a large number of the campaigns, thus driving up the success rate of plays?
* This data is for Kickstarter specifically. It is not indicative of all crowdfunding. It would be interesting to see how this analysis of Kickstarter compares to other popular funding sites such a IndieGoGo, Patreon, or GoFundMe. How does the performance of different categories vary by funding site? This will help creators determine which site gets them in front of the best type of consumer for their launch.
* Cancelation reason is not indicated. Some canceled campaigns reached 100% of the goal.

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

Launches/state by Country.

Percentage/count of fully funded by country/category/sub-category.

Cancelations by country/category/sub-category/initial goal amount/percentage of goal achieved prior to cancelation.

Average goal by country and category/sub-category.

Average donation by country/category/subcategory.

Average donation of successful campaigns with high and low contribution values.

Success rate in ‘Staff Pick’ versus non-‘Staff Pick’; ‘Spotlight’ or non-‘Spotlight’, or being selected as both.

Is a Kickstarter more likely to succeed if selected as a Staff Pick and Spotlight than if selected as only one or the other or neither?

When successful, do these special indicators generate greater overages to initial goal?

Success rate based on length of campaign. Line graph/scatter plot/heat map/etc.

Is there a ‘sweet spot’ campaign duration at which a campaign will virtually not fail?

How short is too short a run?