**Kickstarter Report**

1. **Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?**
   1. Kickstarter campaigns are more successful for the theater category across the world. They are most successful for subcategory – plays. Theater campaigns are more likely to be successful compared to other Kickstarter campaigns. Similarly, all the campaigns that were launched for “rock” have turned out to be successful.
   2. Kickstarter campaigns are not effective for the food industry as they have failed for both restaurant and the food truck businesses.
   3. Though there were 2185 fundraisers that were successful only one could collect the pledge money as promised.
2. **What are some limitations of this dataset?** 
   1. We have currently done the analysis based on the assumption that the pledged amount is the final amount that was raised in each campaign. It would have been helpful if we had the actual contributions for each campaign. This would have enabled us to provide better statistics on how the campaigns have performed.
   2. Though the staff-pick and spotlight columns are provided, these were not value adding for our analysis.
   3. No clear indicator of the actual cost involved in carrying out the campaign. This will limit us form making feasibility analysis, and following success trends, to improve the success rate in other categories.
3. **What are some other possible tables and/or graphs that we could create?**
   1. *Campaign Longevity analysis:* We can throw an analysis on the life cycle of each campaign by using the “date created” and “date ended” metrics to understand how long each campaign takes to be successful. This could also help discover some key indicators that lead to the failure of some campaigns.
   2. *Campaign success analysis:* We can analyze the successful campaigns to identify trends and strategies that helped those campaigns to be successful. For example, out of the 2185 campaigns that were successful, 1651 campaigns were launched in the United States. This makes us ask more questions like:
      1. Is this because there is more affordability to contribute to such campaigns in the US when compared to other countries?
      2. Do people in US support development of art culture and food better than the rest of the world.
      3. Does it make sense to launch more campaigns in the US, as the success rate is better?