**Kickstarter**

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

* 1. At a summary level for all countries, the largest number of Kickstarter campaigns were for theater (category) specifically plays (subcategory). However, the most successful Kickstarter campaigns were for music. While music campaigns were half the total amount of theater campaigns, music campaigns had a 77% successful rate versus theater’s successful rate of 60%. Music and theater campaigns represent roughly 51% of the total Kickstarter campaigns.
  2. At a summary level for all countries, the smallest category of Kickstarter campaigns is journalism. Journalism represents only 24 out of 4,114 campaigns. It should be noted that all journalism campaigns were cancelled. The next closest campaign category cancelled rate was 30% (technology). On the other side of the spectrum, both games and photography campaigns cancelled rate was 0%. Although, games and photography were among the top third of the failed rate.
  3. Campaigns were more likely to be successful if the goal was less than $1,000. Kickstarter campaigns less than $1,000 has a successful percentage of 71% which decreased as the goals increased up to $34,999. While Kickstarter campaigns between $1,000 and $4,999 had a 66% successful percentage, those campaigns accounted for largest percentage of the total (35%).
  4. All campaigns in the spotlight were successful. Of the 4,114 campaigns, 2,185 (53%) were identified as spotlight. The items in spotlight varied in category, country, goal, backers, average donation, and dates.

1. What are some of the limitations of this dataset?
   1. Don’t know how active a role each person played in their campaign. For example, what level of promoting did they do? Did some people publish their campaign better than others? Was the campaign broadcast across several platforms? Were more people involved (like a committee, manager, volunteers, etc.)? Another example, we don’t know the timeframe they took to develop the campaign before placing it on Kickstarter. Were some campaigns more robust? Did they vet the campaign for their chosen audience?
   2. Don’t know the number of views each campaign had. The current data set shows the number of backers but without identifying the number of views we would be unable to perform more thorough analysis. For example, was there a correlation between the number of views and the number of backers?
   3. Don’t know the context for the spotlight field (i.e. was this a feature that the campaign paid for? Were campaigns selected based off the number of views? etc.). With more understanding, we could validate the correlation between spotlight and successful and use it to predict successful campaigns.
   4. Don’t know the type of crowdfunding models that Kickstarter uses (i.e. donation, equity, etc.). Did pledgers receive a tax-benefit from donating (for example, a charity deduction)? Did those that received a benefit provide higher pledges?
   5. Don’t know if Kickstarter is representative of the population or geared to specific demographics (i.e. age, social class, etc.).
2. What are some other possible tables/graphs that we could create?
   1. Could create graphs that look at trends over time, since the data spans from 2009 through 2017. This would help the campaigners know what campaigns are currently trending. This would also allow the campaigns to know what lasts over time.
   2. Could look at the average donations (or total pledge or number of backers) by category and/or subcategory. This would give the campaigns an idea of which campaigns were more popular and / or currently trending. Could also look at the time period it took to obtain the donations. This would also allow them to identify if it was possible to obtain the target goal.
   3. Could evaluate the category (and / or subcategory) by country. This would help the campaigners know if the campaigns would be successful in their market.