**HOMEWORK 1 – KICKSTARTER REPORT**

1. Three conclusions that can be drawn about Kickstarter campaigns based on the dataset:
2. Kickstarter campaigns focused on theatre, music and film & television have a higher chance of success than other categories (ref: Pivot\_Categories). Furthermore on analyzing the sub-categories it can be seen that documentaries, shorts and television within the film and video category have a 100% success rate, while within the music category all sub-categories are highly successful except for world, jazz and faith music which each have a 0% success rate (ref: Pivot\_Sub-Categories). It is also important to note that less successful categories should not be overlooked as a result of overall failure/cancelation trends, because on analysis clear indications of sub-category successes are evident. For example, within the games category tabletop games have a 100% success rate compared to the video and mobile games sub-categories which have a 0% success rate, similar patterns can be seen in the technology (hardware success) and food (small batch success) sub-categories (ref: Pivot\_Sub-Categories).
3. There is no real general correlation between Kickstarter success and creation month, except possibly in the case of theatre projects which peak noticeably in the March-July period (ref: Pivot\_Date-Created). Analysis of Kickstarter campaigns and year created show a significant increase in the number of Kickstarter projects from a full year low of 65 in 2010, to a full year high of 1,125 in 2015 with the clearest pattern emerging from this increase being a significant fall in the success rate of Kickstarter projects over this period from approximately 75% success in 2010 to approximately 45% success in 2015 (ref: Pivot\_Date-Created). This indicates that competition for Kickstarter project funding has increased significantly over the period covered by the data, to the point where in 2015 for example the demand for Kickstarter funding seemed to outstrip the supply of project funding available.
4. A modest (lower) Kickstarter goal increases the probability of a successful outcome, while a more ambitious (higher) Kickstarter goal increases the possibility of failure or cancelation as an outcome. For example, Kickstarter campaigns with a goal of under 10,000 have over a 50% success rate, while Kickstarter campaigns with a goal of over 45,000 have over a 50% failure rate, as well as a cancelation rate of around 20% (ref: Bonus). This indicates that the need to set realistic goals for a Kickstarter campaign is an important initial step in the process of ensuring a successful outcome.
5. Some limitations of this dataset:

* This dataset is focused on a limited number of countries; hence, it is limited as an accurate representation of global trends and patterns. For example, approximately 75% of data comes from the US, while roughly 10% of the data comes from GB meaning that 85% of the data comes from only 2 market samples.
* Analysis of success, failure and cancelation rates based on Kickstarter creation dates do not take into account prevailing economic conditions, which presents a limitation for the depth and/or accuracy of truth and story telling related to this data. For example, global or local economic downturns/recessions could have been a factor which contributed to significant falls in Kickstarter project success rates in certain periods as a result of the overall supply of investment capital being restricted during this time.

1. Other tables and/or graphs that could be useful with this dataset:

* **Scatter Charts** would have been a useful tool to analyze relationships between variables, identify trend lines, etc.
* **Pie Charts** also would have provided a simple but effective graphic form to view success, failure, cancelation and live percentages in a very similar manner to the stacked column pivot charts.