**Kickstarter Campaign Analysis**

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

The Theater category is the most prevalent category in terms of Kickstarter campaigns, comprising of 34% of total campaigns in 2015. It also has the most successful campaigns in Kickstarter, accounting for 38%, or 389, of successes. Plays are the most successful sub-category in Kickstarter campaigns.

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

The dataset does not consider the length of the campaign, or how quickly pledges were reached. A more effective way of tracking successful campaign would be to set a parameter on how quickly this was done, or to set some parameter on Successful campaigns reaching x% of their pledge at a specific length of time.

Additionally, the dataset does not provide the average campaign goal of a category. This metric would be able to illustrate if a campaign’s success is dependent on the amount that they are trying to raise. For example, the Theater category might have the most successful campaigns because on average their campaign goals were smaller.

Based on this dataset, no conclusions can be drawn as to why the Theater category has the largest presence in Kickstarter campaigns.

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

A pie chart can be used to illustrate the penetration of each Category to Kickstarter campaigns. A scatter plot, as below, which illustrates that most successful campaigns are those with goals below $50,000.

