**KickStarter Analysis**

1. **What are three conclusions we can make about KickStarter campaigns given the provided data?**

Many conclusions can be drawn from our limited dataset, but as discussed in (2), they should not be considered conclusive on their own. This analysis allows for the distinction of subcategories for which to avoid on KickStarter (due to a perfect failure rate), as well as recommended subcategories (due to a perfect success rate). These subcategories are briefly summarized below in (3), but are all available along with charts on the worksheet titled ‘Additional Analysis’. A few interesting trends include:

* 1. Subcategories which had 100% success in our dataset:
     1. Music: Rock, Electronic Music, Classical Music, Pop, and Metal.
     2. Film & Entertainment: Documentary, Shorts, Television, Radio & Podcast.
     3. Hardware (like an Application-Specific Integrated Circuit)
     4. 1,066 of the projects in this dataset (about 25%) were ‘Plays’, which had a success rate of 65%.
  2. Restaurants and food trucks had 100% failure rate in our dataset.
  3. Space Exploration projects surprisingly succeeded at a rate of 66%.

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

The dataset for this analysis was significantly limited, and only considered 4,114 launched projects on KickStarter. As of 10/17/2018, there have been 422,688 launched projects according to the official website. This would mean that this dataset would represent roughly 0.0097 or .97% of total projects. Furthermore, the selection process for this dataset is unclear, and projects may not have been randomly selected. For these reasons, this analysis should be considered *inconclusive on its own*, but may assist in providing a good preliminary understanding of KickStarter project outcomes.

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

The dataset provides a lot of information for launched projects on KickStarter that may not be relevant to our analysis, and could potentially complicate our understanding of the data. A good example of this is the outcome of each project being classified into 4 distinct categories, namely ‘Successful’, ‘Cancelled’, ‘Fail’, and ‘Live’. We should simplify our consideration of outcomes, and consider ‘Cancelled’ projects as ‘Fail’ projects, and ‘Live’ projects as ‘Successful’ projects; this would only allow us to consider the success or failure of each initiative.

In the ‘Additional Analysis’ worksheet, we consider the suggested two categories, and it becomes slightly clearer which trends lead to success or failure. We now can consider the three following new categories for the outcomes of launched projects: *Projects with 100% Success*, *Projects with 100% Failure*, and *Projects with Some Variance*. The following tables summarize the trends available to us in the dataset:

|  |  |  |
| --- | --- | --- |
| **100% Success** | **100% Failure** | **Variance** |
|  |  |  |

More charts considering these categories can be found on the ‘Additional Analysis’ worksheet. Also, see the answer to the first question for more interpretation.