1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   1. When we analyze the sub-categories as a percent of the total amount of Kickstarter campaigns, we discover that **Plays** make by far the greatest percentage of events as they make-up **25.9%** of the 4000 plus projects we have. We can conclude with our current sample size, that Kickstarter is a major source of funding for many start-ups focused on Theatres, and more specifically **plays that need funding**.
   2. When we further analyze our Kickstarter dataset by successful campaigns, plays make-up over **30%** of the total successful campaigns. The next closest, would be rock, which make-up **11.9%** of the successful campaigns. It is important to note that plays also make-up the highest percent of failed campaigns at **23%,** as can be noted below. This demonstrates that although plays are the most successful as a percent of all campaigns, they don’t have the best success rate.
   3. When we take a look at the success rates by categories, we can conclude that music has the highest success rate at 77%, with the next closest being theater at 60%. At a total of 702 campaigns, and 17% of all kickstarter campaigns that we analyzed, we can feel confident that we have a good amount of data to back our conclusion. It was also very interesting to note that
   4. When we analyze trends between Outcomes and Goals, 70% of Kickstarter campaigns were successful that had goals less than $1000. As the goals increased, the number of successful campaigns decreased. Campaigns that had goals of $50,000 or more succeeded only 19% of the time. Most of us would assume that the higher your goal is, the greater likelihood of failure, and the data confirms this. It is important to note a limitation of our data here is that the different currencies can skew this information. We would need to normalize the data and convert to one currency, say USD to have a more accurate depiction.
   5. Other limitations may include that we don’t have access to the demographics. This would involve another layer of city data, or more information on the background of the founders that are running the kickstarter campaigns. This can potentially shed light on whether people that live in smaller towns are at a disadvantage in kickstarter campaigns versus people in large cities.
   6. Another limitation is that we do not have info on why campaigns are canceled. This could give us added detail to the that data field.
2. Throughout this exercise I did additional pivots and graphs based on percentages of the total kickstarter campaigns, and success rates. Analyzing the information by success rates of individual categories allows you to realize that campaigns in Rock, hardware and documentaries were successful 100% of the time in the data set that we analyzed. If you had analyzed those categories only as a percent of the total campaigns, they would’ve provided minimal value. Another interesting way to depict this information would be if Kickstarter provided qualitative factors to why the kickstarter events got canceled, succeeded etc. You could also see if there is a correlation between the descriptions of the events and their success rates.