**Kickstarter Campaign**

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
2. Music, Theatre , Film&Video categories have greater success rate of 77%,60%,58% while Journalism and Food categories have the lowest success rate at 0% and 17%.

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| --- | --- | --- | --- | --- | --- | --- |
| **Count of Outcome** | **Column Labels** |  |  |  |  |  |
| **Row Labels** | **canceled** | **failed** | **live** | **successful** | **Grand Total** | **%Successful** |
| film & video | 40 | 180 |  | 300 | 520 | 58% |
| food | 20 | 140 | 6 | 34 | 200 | 17% |
| games |  | 140 |  | 80 | 220 | 36% |
| journalism | 24 |  |  |  | 24 | 0% |
| music | 20 | 120 | 20 | 540 | 700 | 77% |
| photography |  | 117 |  | 103 | 220 | 47% |
| publishing | 30 | 127 |  | 80 | 237 | 34% |
| technology | 178 | 213 |  | 209 | 600 | 35% |
| theater | 37 | 493 | 24 | 839 | 1393 | 60% |
| **Grand Total** | **349** | **1530** | **50** | **2185** | **4114** | **53%** |

1. Higher the success rate when funding goals are lower. Goals < 1000 are 71 % successful. % of successful campaigns based on goals is almost linear.
2. Only 53% of the campaigns reached the funding goal and 47% failed to reach their goal.

|  |  |  |
| --- | --- | --- |
|  | **Count** | **Percentage** |
| **Campaigns funded to meet goal and above** | 2198 | **53%** |
| **Campaigns failed to meet goal** | 1916 | **47%** |
| **Total Campaigns** | 4114 |  |

1. What are some limitations of this dataset?

As mentioned in this table above , 53% of the sample data has met the goal whereas the problem statement describes that only one third of campaigns made it through with a positive outcome. The sample population may not be an accurate representation of the full data set.

1. What are some other possible tables and/or graphs that we could create?
2. Pivot chart to display outcomes based on years
3. Display table and line chart to show that % of successful campaigns are higher when duration is longer to achieve the funding goals