**Kickstarter Campaign Data Analysis Outcomes**

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

* *Based on the data provided, the four most popular Kickstarter campaign types are (in order): Theater, Music, Technology, and Film & Video.*
* *Three of these also have the highest relative success rate [[1]](#footnote-1) of any campaign type, they are (in order): Music (77%), Theater (60%), and Film & Video (58%).*
* *Campaigns that started in the first half of the year tended to be more successful. Specifically, those that began in May and February were the most successful with relative success rates of ≈ 60%.*

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

* *Limitations of this dataset include how they handle currency and the amounts in “pledged” and “goals”, as well as their geographical categorization.* 
  + *Given that the dataset features campaigns that used different currencies, the amounts in “pledged” and “goals” are not really accurate unless they have been normalized for exchange rates and inflation.*
  + *Categorizing only by country is restrictive in certain aspects when analyzing geographically large countries like the United States. It would have been useful to include the province/state and city as well.*

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

* *This dataset is fertile ground for scatter plots (maybe comparing success rates and goal amount), tables looking at average donations (maybe by main category), and bar charts (maybe comparing a campaign’s success with if it was spotlighted or picked by the staff).*

1. Measured as a ratio calculated from the number of campaigns successfully funded (in the particular grouping) divided by the total number of campaigns (in the particular grouping); [<n success>/< total n>]. [↑](#footnote-ref-1)