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

1. Theater campaigns, and plays in particular, are the most popular comprising 38% and 25.9% of all campaigns respectively.
2. 80% of music campaigns are successful or live, the highest performing category.
3. Kickstarter campaigns dramatically increased from 274 in 2013 to 976, 1225, and 950 in 2014-2016 but then collapsed again to 157 in 2017.
4. Not surprisingly, the more ambitious the goal, the higher chance of failure in the fundraising campaign.

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

1. The data covers only a 9-year sample with 2 of those years having a fairly insignificant number of campaigns, so it’s premature to make predictions based on this data as to the types of campaigns that will be popular or successful in the future.
2. 75% of the campaigns are in the US so it may not be as predictive as Kickstarter becomes more popular around the ROW.

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

1. We could see how predictive a “Staff Pick” of a campaign corresponded with that campaign’s success and so we could plot State against Staff Pick.
2. We could similar see how predictive a higher “Average Donation” corresponds with that campaign’s success. This might be interesting to see if projects aimed at higher-income buyers or that require a higher-level of commitment from funders/customers succeed at higher rates. My guess it would follow the rule above of the more ambitious the goal/ask, the lower the probability of success.