**Kickstarting Outcome Report**

**Question 1**

Three conclusions that I came to were first that the performing arts had a much more activity than the other categories. Out of those theater had the highest but also a very large, failed percentage compared to the other selections. Second technology had the highest cancellation rate. I think this might have to do with the feasibility about coming to market and the costs. The goals on these were very high compared to most of the other categories. Last, December seems to be the worst month to start a Kickstarter. I know for me my focus is more on the end of the year and family. Also, people are out buying gifts for loved ones and might not have the expendable assets for a kick starter. Another conclusion that I came to is that the majority of the campaigns were based out of the US. This is probably due to Kickstarter being an American company and other countries might have something that is similar to Kickstarter in their own country.

**Question 2**

One limitation is that it doesn’t show why they failed or were cancelled. I would assume it was cancelled if they didn’t think they would hit their goal or maybe it didn’t meet Kickstarter guidelines. These could affect data if someone would cancel it before it failed.

**Question 3**

Another table that we could create could show the number of backers and the amount pledged per country. This would show if one country dominated Kickstarter. Another part of this table could be if it was in the currency of the country it was running in or a different currency. It could show if one currency type was used more than others.

**Bonus 2:**

I think the mean would be a better indicator of backer data. The backer count in the successful category varies a lot. This is due to the fact that some of the campaigns are wildly popular and attract a large number of backers. It doesn't matter how many backers you have if the goal is low, or you have a small amount donating a lot. There is a lot more variability is successful campaigns. This makes sense because most of the failed ones just didn’t have enough backers or any backers at all. The successful ones had some that were very successful and had a large number of backers.