**KICKSTARTER ANALYSIS**

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

a.) Though a campaign’s funding goal isn’t a sole indicator, over the lifespan of this study, the highest success rate across all categories occurred when the funding goal was less than $1,000.

b.) Over the lifespan of the study, the parent category of Theatre had the largest number of successful campaigns. Its sub-category, Plays, had the highest number of successful campaigns, approximately 3x the next highest of all sub-categories across all parent categories.

c.) The parent category Music had the highest percentage of successful campaigns, over the study’s lifespan.

**2.) What are some limitations of this dataset?**

There are a couple of potential concerns around the currency. Given that the study is global, there isn’t a standard currency. Not necessarily an issue, but something to be aware as making various charts. I did format the data to make the currency of “Average Donation” amount readily apparent. I also placed the “Country” column in front of the “Goal” and “Pledged” columns. If someone new to the data opened the workbook, the lack of streamlining around the currency could cause misinterpretation.

Though we can filter the data by year, we haven’t included other economic filters. This could be important because those factors might play a role in funding goals, and even more likely, money actually pledged. It might be interesting to evaluate Kickstarter data against economic/financial filters.

Another limitation could be around the lack of specifics around the recording of campaign lengths. It might useful to breakdown campaign lengths further (which we cannot do with the data given; but something to consider moving forward). Knowing when money is coming in during the funding period could be useful. There’s a lot of potential in that.

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

We could create some charts against the length of the campaign. Say looking at the campaign “state” relative to the duration of the campaign. Or the funding goal versus the campaign length.

It could also be beneficial to create some charts around “Percent Funded.” We could potentially use percent funded versus campaign state to indicate success or failure rate. We could also graph percent funded by parent category; this could gauge where backer interest/excitement is the highest, or lead to further questions as to why these numbers fall they way they do.

We might also consider graphing “Average Donation” for each “Parent Category” per year. This might help indicate trends over time. Or simply looking at Average Donation per Parent Category and then further by Sub-Category.