**Background**

Over two billion dollars have been raised using the massively successful crowdfunding service, Kickstarter, but not every project has found success. Of the over 300,000 projects launched on Kickstarter, only a third have made it through the funding process with a positive outcome.

Since getting funded on Kickstarter requires meeting or exceeding the project's initial goal, many organizations spend months looking through past projects in an attempt to discover some trick to finding success. For this week's homework, you will organize and analyze a database of four thousand past projects in order to uncover any hidden trends.

**Analysis and Conclusions**

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

* Theatre, film & video and music all appear to have higher success to failure based on the following chart, where food, games, photography all appear to show higher failures to success rates.
* In looking at Goal range to percent successful, it appears that higher goals have a lower success rate as there were a higher percentage of failures, where cancellations rated within 20%, but did increases with higher goals. The meetpoint of goals success and failure is between $15-20k and $40-45k with a slightly higher success rate in the $15-20k range.
* When evaluating the launch date on Kickstarter, it appears that there may be a higher success rates in the early part of the year.

1. What are some of the limitations of this dataset?
   * Regions or state the data is taken from based on the various types.
   * Promotional activity that took place driving different success rates.
   * Validity of the goals that were set. There were several outliers due to goal being less than $100.
2. What are some other possible tables/graphs that we could create?
   * Average length open to meet success or failure.
   * Evaluate the average donation and number of donors based on the category.
   * Average donation by category/sub-category based on outcome.