**What are three conclusions we can make about Kickstarter campaigns**

**given the provided data?**

The conclusions from the given data about Kickstarter campaigns are:

1. Success of a project is directly proportional to the percentage of funds it receives. Projects with less than 100 % funding have mostly failed or cancelled. Projects with more than 100% funding are either successful or are live.
2. Category ‘music’ has the highest percentage of success.

Following sub-categories have 100% success rate:

|  |
| --- |
| classical music |
| documentary |
| electronic music |
| hardware |
| Metal |
| Nonfiction |
| Pop |
| radio & podcasts |
| Rock |
| Shorts |
| tabletop games |
| Television |

Following sub-categories have 0% success rate:

|  |
| --- |
| animation |
| art books |
| Audio |
| children's books |
| Drama |
| Faith |
| Fiction |
| food trucks |
| Gadgets |
| Jazz |
| mobile games |
| Nature |
| People |
| Places |
| restaurants |
| science fiction |
| translations |
| video games |
| Web |
| world music |

1. For initial goals between 20,000 to 40,000 there is a 100% success rate. For initial goals greater than 50,000, the success rate is very low (~30%).So working in the goal limits from 20,000 to 40,000 could lead to better chances of success.

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

Given data does not include any information about the Target audience/customers of the respective projects. Neither does the data give a complete picture of the market competition. The success of a startup/business hugely depends on such factors as its customer base and the competition available for it in the market.

Thus, the prediction of factors of success of these projects cannot be made very accurately from the given data.

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

We could have parsed and analyzed the ‘blurb’ column. This column includes the project description that a funder could read and know about the project initially. In this way we would have made a qualitative analysis of the factors of project success.

As shown from the analysis of the data, success rate is directly proportional to percentage funding received by it. Thus, figuring out the keywords that are common in description of successful projects could help make a better analysis of what attracts the funders the most. In turn we would know another factor in success of a project.