**Kickstart My Chart Conclusions**

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. There is a seasonality to project investment. Key period to begin seeking backers are Mar - Jun and Sept – mid-Nov. To increase your chances of succeeding you should consider starting your project within the seasonal windows
   2. 54% of the projects succeeded or are currently live, of those projects they are in the music (25%) or theater (39%) category. When developing a project for Kickstarter you could consider a project surrounding music and theater to increase you probability of being successful
   3. 92% of the projects are developed/submitted in/from the US (75%) and the UK (17%). With a success rate of 57% vs. if submitted from another country the project has a 53% rate of failure. The team/individual submitting the project should consider submitting to Kickstarter in the US or GB as the can be inferred other countries are not familiar with the platform.
2. What are some limitations of this dataset?

* It doesn’t advise how crowded the category is or how many competitors have developed similar projects
* It does not show the first, third or fifth year profit expectations
* It doesn’t advise if any of the projects were submitted by the same team/individual

1. What are some other possible tables and/or graphs that we could create?
   * We could look at the incubation time, the duration of time between the date created vs. the date completed.
   * We could Analyze Project name and description for keywords or length to see if that affected the outcome
   * We could look at if a project was spotlighted or not affected the outcome
   * We could try to see if the number of backers or average donation had a correlation with outcome
   * We could look at the how the staff picks affected the outcome