**ANALYSIS REPORT**

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

First, you can conclude that categories that fall into the entertainment genre garner the most success. As you can see by reading the Sheet 2 pivot chart, theatre, music and film/video have the greatest number of successful campaigns. You also can see that these types of campaigns are more often successful than canceled or failed. What I find more interesting still is that among these, certain subcategories have always been successful, while others have never been. (In the “film & video” category, the sub-category “documentary” was always successful, while “animation” always failed.) Secondly, when focused on the average donation amount, there is no correlation between average amount donated and success or failure of a campaign. However, as portrayed in the bonus question, number of backers does seem to correlate with success or failure. A greater number of backers leads to successful campaigns, not each individual’s donation amount. Finally, from a backer’s standpoint, it would be much safer to back a “Staff Pick” campaign as those were often successful.

1. **What are some limitations of this dataset?**

One obvious limitation of this data is the sample size. Out of 300,000 campaigns, this sample only represents 4,000. Though the smaller sample size makes it easier to gain certain insights, with this disproportionate sample size it is difficult to confidently generalize results and accurately choose which campaigns will ultimately be successful. Additionally, the blurbs may give you further insights, but with a sample size so large and diverse, it would be extremely taxing (if possible at all) to find any meaningful patterns or keys to success among the information.

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

It may be interesting to see the life span of each campaign illustrated on a pivot table and chart (date launched – deadline). I am wondering if certain types of campaigns might do better if they had more time to accumulate backers. I’d also like to see a pivot table and graph of the staff picks. Looking at this data point in various ways may tell an interesting story. Perhaps broken down by category and subcategory. Does a staff-picked campaign lead to a larger number of backers? And so on.