**Kickstarter Campaign Analysis**

After analyzing the data, there are three conclusions that I draw from the given data. **First**, looking at figure 1.0, the number of campaigns is higher specifically in theater, film & video, music and technology category. When we look at figure 1.1, we can see that theater, film & video and music category relatively have a higher success campaign rate than other categories. As we can see from the graph, it shows the three major categories have over 57% success rate. Technology category display an almost equal rate of (35%) success and (36%) failure while having a (29%) cancellation.

I would say that from an investor prospective, they would likely to think that investing in theater, music, film & video and technology would be a safer project investment category. As all these categories share the properties of a higher success rate (57%) and similar failure rate (~35%). Therefore, they tend to have more donations and more popular than other categories.

**Secondly**, looking at the sub-category table in figure 2.0, plays is the most popular as it has the highest donations. When we look at figure 2.1, we can se that rock, indie rock, classical music and documentary all has a high success rate.

Looking at figure 2.0 and 2.1, I see an outlier from play. Most categories have at least 2 to 3 sub-categories, however, theater’s sub-category has only one, which is play in this data set.

**Lastly**, figure 3.0 and 3.1 shows that campaigns share higher success rate in the month of February and steady increase from March, peak at May and slowly decreasing until September. It starts to pick up again from early September to the end of October before it sharply decreases in the success rate from November to December. The line graph in figure 3.1 shows that the number of failures exceed the number of success in campaign. I conclude that organizer should be careful if they want to launch any project during the month of November and December.

**Limitation**

I think that the limitation of this dataset is that I see is that, we cannot really tell the performance of the campaign when we mix the dataset of different countries together. For example, what seems to be popular in UK might not share the same popularity in the US. Another limitation is that this dataset is a static information and not updated in real time. For example, we cannot tell weather those “live” campaigns ended up being successful or failed.

**Possible Graph/Table**

I think that the other possible table to create would be a new pivot table with data categories by country. For examples, US, UK, etc. In that way, it is easier to tell which category and subcategory is more popular at each country, thus easier to launch project in kickstarts. We could create another graph like figure 3.0 and 3.1, filter by country and possibly states. Another graph would be a new pivot table with data showing the number of campaigns that met goal and not met goal, including the percentage to show how close each campaign is to meeting their goals and how much they failed by.