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

Based on the data provided, we can conclude that the “Music” category had the highest funding success rate, followed by “Theater”, and “Film & Video”; the “Food” and “Games” categories suffered the highest overall failure rate. In addition, 100% of the “Journalism” projects were canceled (journalism is dead?)

The granular data tells a more interesting story. Extreme backer favoritism occurred in most of the categories, that is when projects within sub-categories were either all successful (100% of the projects met or exceeded funding goals) or completely failed (0% of the projects met or exceeded funding goals). The following table shows the results by category:

|  |  |  |
| --- | --- | --- |
| **Category** | **Sub-Categories**  **with 100% success rate** | **Sub-Categories**  **with 0% success rate** |
| Music | Classical, Electronic, Metal, Pop, Rock | Faith, Jazz, World |
| Film & Video | Documentary, Shorts, Television | Animation, Drama, Science Fiction |
| Photography | Photobooks | Nature, People, Places |
| Food | \*Small Batch *(only 85% success rate)* | Food trucks, Restaurants |
| Games | Tabletop games | Mobile games, Video games |
| Publishing | Nonfiction, Radio & Podcasts | Art books, Children's books, Fiction, Translations |

*\*Not 100% funded.*

“Technology” and “Theater” are the categories that had more evenly distributed success rate within each sub-category.

“Average donation amount” and “Time of the year” had little or no impact on success, while there was an inverse relationship between goal amount and success rate.

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

Limitations of this dataset include:

1. Although 21 countries were included in this dataset, almost 75% of the projects were based on the United States. Analysis results from this dataset may not be applicable to the countries with only a handful of projects.
2. No reasons were provided for the canceled projects, and we don’t know how many canceled projects were later reintroduced and became successful/failed.

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

We could create the following tables/graphs:

1. “Number Successful, Number Failed, Number Canceled” based “Campaign Life Span” (deadline minus launched date) to analyze if projects had a higher success rate with a longer campaign life span.
2. “Number Successful, Number Failed, Number Canceled” based on “Staff Pick” to understand the influence of “Staff Pick” on backers’ decisions.
3. “Number Successful, Number Failed, Number Canceled” based on “Spotlight” to see if highlighted projects had a higher success rate.