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

The following conclusions can be drawn from the report based on the provided dataset.

1. As seen in the bar chart below:

* Campaigns for Kickstarter projects in the *Theater*, *Music* and *Film & Video* categories were successful since these were the only projects that demonstrated a high success rate of funding (> 50%).
* *Music* projects were the most successful (over 77% of the projects funded).
* Projects in the *Technology* category faced the greatest number of cancelations (178) and the success and failure rates for this category were virtually identical (~35%).
* All other categories had higher failure or cancelation rates compared to success rates. *Journalism was* the only categoryin which 100% of projects were canceled.



* Maximum number of Projects were in the *Plays* sub-category (1066 – which is ~1/4th of the total project database of 4114 projects) and out of the 1066, over 65% were successfully funded. On the other hand, *Spaces* and *Musical* sub-categoriesshow an almost equal number of successful and failed projects as seen in the bar chart below.



* When it came to *Music* projects, almost all musical genres were largely successful, with the exception of *Jazz* and *faith*-based projects as shown in the bar chart below.



* In general, projects that required minimum funding or smaller goals (less than 5000 in local currency), were more successful than the ones that required large amounts of funding. In fact, the higher the funding, it appears that the more the likelihood of the project either failing or being canceled, as seen in the line graph below.



* In terms of Launch Date Outcomes, more *Music* projects were successfully launched if the kickstarter campaign for the project was started in the first half of the year as compared to the second half as shown in the line chart below.



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

* The dataset primarily represents US projects only (~74%). At a minimum, it would be helpful to analyze a dataset that has more or less equal distribution of projects across certain categories/sub-categories and multiple countries, so as to draw better comparisons and conclusions around the factors that cause projects to be successful (or to fail) from one country to another.
* The dataset only includes ~4000 projects – a larger dataset is required to make better co-relations among the variables and perform more complex feature engineering and analysis.
* Other than the project name and blurb, the dataset does not contain any additional details around what content was posted for the project to entice backers to pledge their support – for example, how was the project marketed (via images, video etc). It would be interesting to know if projects with specific types of content were more successful in campaigning and raising money than others.
* The dataset does not show how many times (or how frequently) projects were updated and backers informed of the progress. Projects creators who were more engaged with backers should in theory have a better chance of getting more funding.
* We are unable to accurately deduce how the variables “staff\_pick” and “spotlight” play a part in a project’s funding and/or it’s outcome.

1. **What are some other possible tables and/or graphs that we could create?**
   1. **State of Projects by Country**

Although the dataset provided largely contains US (and to a lesser extent GB) projects, it’s good to review a stacked chart that shows the distribution of projects and the % that succeeded, failed or were canceled across all the countries.



* 1. **Total Pledged & Average Donations**

The table below shows a breakdown of the amount of money raised by all US projects within each category and by the state of the project.



The table below shows the top 10 projects with the *largest* average donations



* 1. **Backer Stats**

The below combo graph/chart depicts the co-relation between the number of backers and whether or not the project succeeds or fails. Generally, the higher the number of backers, the more likelihood of a project succeeding. There are a few outliers/exceptions here – Luxembourg (LU) and Singapore (SG) show 100% successful projects in spite of lower number of backers, whereas Austria (AT) and Germany (DE) needed more backers to fund their projects.



* 1. **Staff Picks Stats**

The below chart depicts that most of the projects that were successfully funded were not designated as staff picks. Although it is difficult to make a co-relation in terms of why a project was picked or not picked by Kickstarter staff, the number of successful projects picked by staff appears to be small.



* 1. **Length of the Kickstarter Campaign**

The line graph below depicts the time it takes (in days) for Kickstarter projects from start to finish to either achieve successful funding or to fail or cancel. On average, it takes 30-40 days for projects to reach their final state. Some projects took only 2 days to be funded, whereas others took as many as 90 days.

