**Kickstarter Report**

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

-The most popular Parent Categories for a Kickstarter in any country are Film & Video, Theatre, and Music. Though Theatre and Music campaigns are close in total number of successes, Music campaigns are successful at almost a 3:1 ratio, while Theatre campaigns are successful at about a 2:1 ratio. Therefore, a Kickstarter campaign for a Music project, more specifically of the Rock genre, is most likely to succeed at reaching its funding goal.

-In the United States and in Great Britain, Kickstarters for Plays are significantly more likely to reach their goal of donations, making up a combined 93.7% of all successfully funded plays through Kickstarter and 92.4% of all campaigns created in the category. A Kickstarter to fund a play is more likely to be funded if the campaign originated in the U.S. or Great Britain.

-While the proportion of canceled campaigns behaved consistently throughout the years, beginning in 2012, the number of successful Kickstarter campaigns would hit its peak between the months of March and May, (with the exception of 2014 in which October experienced a similar spike). Further, while there was an occasional bump in successful campaigns during the months of October or November, the success rate dropped by December. A campaign posted around the month of April would most likely reach its funding goal by the end of May.

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

-First and foremost, Kickstarter is not the only public-sourced funding site, so it does not represent all projects in need of funding and their success rates. The campaigns in this dataset were created by people who chose their own funding goals, which may be unrealistic and would affect the likelihood of the campaign reaching its goal. The campaigns are primarily written and shared by the creators themselves, and that person’s social media presence would play a role in the “popularity” of the campaign. This dataset also does not include information on Kickstarter’s own marketing during this time period, which may be responsible for some of the web traffic that increased the number of successful campaigns by making the campaigns more visible overall.

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

-A Radar graph of the data by Month would give similar insight to the line graph created but would emphasize successful campaigns being a larger proportion than non-successful campaigns more heavily. An Area chart of the sum of pledged donations by category and state of campaigns would also give insight into the productivity of these campaigns overall and visually represent which types of campaigns generate more real dollars.