Given the provided data, what are three conclusions we can draw about Kickstarter campaign?

Conclusions

1. The success, failure, cancellation rates are:

|  |  |  |
| --- | --- | --- |
| **State** | **State Total** | **State %** |
| successful | 2,185 | 53.11% |
| live | 50 | 1.22% |
| failed | 1,530 | 37.19% |
| canceled | 349 | 8.48% |
| **Grand Total** | **4,114** | **100.00%** |

The overall success rate of the dataset was only 53% so there may be another method to achieve a better outcome

1. The theater category is the largest and most successful project but it also has the highest failures
2. What are some limitations of this dataset?

There are over 300,000 projects but the dataset only has 4,114. It may not be a true reflection of the actual rates that were identified.

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

* Graph with the duration of the project and the success, failure and cancellation rates
* Graph the successful top 10% to identify similarities/trends for these campaigns
* Graph number of contributors for the successful campaigns