**BACKGROUND**

Over $2 billion has been raised using the massively successful crowdfunding service, Kickstarter, but not every project has found success. Of the more than 300,000 projects launched on Kickstarter, only a third have made it through the funding process with a positive outcome.

Getting funded on Kickstarter requires meeting or exceeding the project's initial goal, so many organizations spend months looking through past projects in an attempt to discover some trick for finding success. For this week's homework, you will organize and analyze a database of 4,000 past projects in order to uncover any hidden trends.

Kickstarter Summary

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

Some conclusions we can draw from the data provided about Kickstarter campaigns are:

* The top 3 most successful campaign categories in order are Theater, Music and Film & Video which make up 77% of the overall total in successful campaigns.
* From 2010 – 2013 the % of successful campaigns to failed campaigns were 66 – 82% and over the next few years 2014 – 2017 the failed campaigns were proportionately higher approximately 75 – 95%.
* Overall the most successful campaigns originated in the US with GB coming in second. In the US 2011/2012 as a % had more successful campaigns than failed campaigns and in 2015 the failed campaigns were 4% higher than the successful ones.

It would be interesting to find out what causes backers to fund some categories more over other categories. It would also be interesting to know why the failed campaigns proportionately increased in 2014 – 2017; could it be innovation is declining or could it be economic reasons?

1. What are some limitations of this dataset?

One limitation of the dataset is that it only focuses on one crowdsourcing company – Kickstarter so it’s not diverse enough to draw other conclusions/insights such as trends based on popularity of the website and which firm has more successful projects to failed project.

Additionally, some of the categories and subcategories dataset are irrelevant because the sample size is so small that t may be distorting the overall data.

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

I created a pivot table which included the year to see which campaigns were more successful than failed by year.

One graph we could create to show us the frequency distribution is a histogram. I would create 2 histograms – one for the goal and another for pledged to observe which amounts had the most frequency.

Continuing with the goal vs. pledged data points we could also do a scatter plot graph of the goal reached and amount pledged. Some manipulation of the data may be required.