Kickstarter Report

Given the provided data, three conclusions we can draw about Kickstarts are:

* Campaigns related to entertainment have a higher chance of success compared to other categories, specifically in Music (77%), Theater, (60%), and Film & Video (58%). All remaining categories had a less than 50% success rate.
* When pertaining to Music success, Faith, Jazz and World Music were the lowest performers where Jazz and World Music had a zero-success rate. The remaining categories were 85% or higher success rates of which five categories (Classical, Electronic, Metal, Pop, and Rock) were 100% successful.
* There is no clear seasonality of performance except possibly December. We could assume December had the lowest success rate due to the holidays as consumers are more likely to focus on gift shopping rather than donating to a Kickstart campaign.

Limitations within the data:

* Overall viewership of Kickstarter campaigns. The active userbase of Kickstarter at any given time is important to understand a relationship in popularity for a successful campaign. The active users of Kickstarter itself, the higher the visibility for each campaign.
* Keyword or tags of popular searches would be beneficial as well.

Other tables or that could be created to identify relationships in Kickstarter success are:

* Success rates by Country and Category. This can be used to identify the highest success potential in a particular country based on the categories and subcategories that see the most success.
* The chart in the bonus Outcomes based on Goal is one of the most beneficial which should be included in the initial report. It shows a clear representation of success to goal where the smaller the goal is, the higher the rate of success. There is a clear downward trend the higher the goal becomes and has a sharp drop off beyond $45,000.