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

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

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

## Three conclusions:

1. Though the relationship may not be causal, there does appear to be a correlation between the campaign category and campaign outcome. The proportion of successful music campaigns, for example, is much higher than the proportion of successful food campaigns. The performing arts, e.g., theater, music, film & video, seem to do well.
2. There is a relationship between the goal amount and the outcome. Less, er, ambitious campaigns are more likely to be successful. This could explain part of the relationship between outcome and category, i.e. music campaigns may typically have lower goals than food campaigns.
3. 3/4th of the campaigns are U.S. based, so any conclusions drawn from the data may only apply to U.S.-based campaigns.

## Data limitations:

Though most campaigns are U.S.-based, some are not, which has currency implications on the goal amounts. Goal amounts, etc., should be converted to the same currency before campaigns are grouped or compared by goal amounts. Better yet, goal amounts should be converted using the historical conversion rates at the time of the campaign (and maybe adjusted for inflation).

There’s not a lot of data for other countries, so it may not be safe to conclude that just because music campaigns do well by proportion in the U.S., that they’ll also do well by proportion in, say, Iceland.

## Other possible tables/graphs:

Outcome proportion by Parent Category, See worksheet *Add’l Chart 1.*

Outcome proportion based on Goal, see worksheet *Add’l Chart 2*. This is the same chart, really, as the bonus chart, but the I like the 100% stacked column better than the line graph.

Outcome proportion based on Goal, but filterable by Category. There’s a bump in the trend between 35,000 and 45,000 that should be investigated. Is that due to a particular category?

Average goal by parent category, see worksheet *Add’l Chart 3.* Aha. Music campaigns do have smaller goals on average, which surely contributes to their relative success.