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

Three conclusions we can make about Kickstarter campaigns given the provided data are:

1. The first conclusion is on the outcome based on category. Figure 1 and Table 1 shows all 24 journalism campaigns were canceled and none were successful. It can be assumed based on this data that the likelihood of a canceled campaign is the highest in journalism compared to all other categories. In addition, the highest count of campaigns is submitted under the theater category with an estimated 60% success rate. Thus, providing a higher indicator of the likelihood of a successful campaign than journalism campaigns. However, the music category has a lower campaign count, but a much higher success rate (77%) than theater, and an even lower fail rate of 17% compared to 35% for theater.

**Figure 1**

**Table 1**

1. The second conclusion is based on Figure 2 below. This graph indicates a clear trend in the sub-categories with the largest total count of outcomes in the play sub-category and with the highest success count as well,

**Figure 2**

1. The third conclusion is based on when campaigns are launched. Figure 3 and Table 3 show a few trends on when to launch to increase the chances of a successful campaign. The data on previous project outcomes shows the highest success count/most successful campaigns in the month of May, and the lowest count of successful campaigns are launched in December. In fact, in December the failed campaign count is greater than the success campaign count. Another possible trend that is worth noting in Figure 3 is that as the success counts declines linearly from May through September, the failed counts trends in the positive direction.

**Figure 3**

**Table 3**

1. Another conclusion is based on Figure 4 below. Based on the data provided below in Figure 4, the percentage of successful campaigns tends to be higher when the goal fund amount is lower. With the highest percentage of successful campaigns at 70% with a goal fund about that is less than $1,000 USD. Therefore, the higher the goal fund amount required will likely have a higher risk of failed campaigns.

**Figure 4**

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

There are over 300,000 projects on Kickstarter. This dataset consists of approximately 4,000 data points, which is one of the limitations of this analysis. Another limitation is that this dataset does not include any information on marketing approaches and other social media outlets/platforms the campaigns used to get the information out. Perhaps knowing how long it takes to complete a project and deliver the final product can provide some insight to possible trends on what types of projects to launch.

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

Create a graph of Categories and launched dates to compare the outcomes of the campaigns to see if there is a correlation between when and what type of campaign is launched.

Another graph to look at includes the outcome based on the duration of the open period of funding (launches and deadline). We can use it to answer the question on whether a longer funding period indicate a higher chance of success/meeting the goal.