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

Based on the data…..

1. In general, Kickstarter campaigns are successful 53% of the time.
   1. Kickstarter campaigns in Music and Theater are most successful. While Theater had the highest number of successful campaigns, Music actually has the higher success rate at 77% vs. 60%.
      1. Journalism has the lowest success rate, though it does not have enough campaigns created to present us with reliable data
         1. If we assume that to begin presenting us with reliable data, campaigns must have at least 150 campaigns created, we can exclude Journalism from significance.
      2. That being said, Publishing (34%), Technology (35%), and Games (36%) are the worst performing Kickstarter campaigns to-date.
   2. In general, 37% of campaigns fail and 8.5% are canceled.
      1. Excluding Journalism, Games (63.5%) are most likely to fail, followed by Publishing (53.5%), and Photography (53%).
      2. Excluding Journalism, Technology (29.5%) is easily the most likely campaign to be canceled.
2. While no month of the year has a lower success rate than 44% (December), the springtime months are generally the most successful times to start campaigns.
   1. May (60.42%) is the most successful month start date, followed by February (60.3%), April (59.94%), and March (56.83%).
   2. May also has the highest number of campaigns begun with 232.
   3. December (47%) has the highest failure rate of any month.
   4. July (11.5%) and November (11%) have the highest rates of cancelation.
3. In general, projects asking for fewer than 1000 units of a given currency were most likely to succeed. They succeeded at a rate of 71%.
   1. Success rates seem to coincide with goals, with success rates generally falling relative to increasing goals.
   2. The least likely to succeed campaigns had goals of more than 50,000 currency units
   3. Failure seems correlated with goal size as well, with failures generally rising relative to rising goals.

**Question 2**: What are some of the limitations of this dataset?

* Different currencies are used in the data but no conversions. We don’t have a static currency to use to assign the value asked for and obtained per campaign.
* We can’t know whether the goals were actual or inflated for the purposes of encouraging more backing (more campaigns may have been successful than we know)
* We do not know if this is someone’s first kickstarter or their 20th. This would likely affect success rate and whether the project was likely to be picked by staff (more familiar with the guidelines posted that make you more likely to get featured).
* We do not know any demographic information beyond country of origin. What regions did the campaigns originate from in their home countries (urban vs. rural, age of creator, average household income of creator, median household income of region, etc)?

**Question 3:** What are some other possible tables/graphs that we could create?

* We need to make tables displaying actual success rate per number of campaigns created. Right now our table is showing us that one may have more successes than another, but its success rate may be lower and that is not displayed anywhere.
* Length of time open per campaign vs. success rate
* Average number of backers vs. success rate
* Average donation size vs. success rate
* “staff picks” and their effect on success rates/average number of backers
* Country of origin vs success rate/donation sizes/number of backers
* Number of words in Kickstarter name vs. success rate/number of backers
* Number of words in “blurb” vs. success rate/number of backers