**Kickstarter Data Analysis**

This analysis is based on the sample of ~4100 Kickstarter campaigns. What conclusions can we draw based on this analysis?

1. The most popular type of crowdfunding campaign benefits plays. Plays make up roughly one quarter of the total campaigns.
2. Campaign success rates decline sharply when campaigns are launched in the last quarter of the year.
3. The majority of the campaigns are started from within the US

This data has some limitations:

1. The donor location is not tracked, making it impossible to analyze donation patterns or correlate with campaign location.
2. Subcategories of failure codes would give greater understanding of why campaigns are not successful.
3. It is not clear if cancelled campaigns include duplicates/clerical errors, so the number of cancelled campaigns may be inflated.
4. There is no history of goal levels, so it’s impossible to tell if goals are being raised as donations come in (in other words, are some of these failures only failures because the goalposts moved)?

Some additional charts/graphs that could provide further analysis of this data:

1. Calculating the success and failure rates among those campaigns tagged as “spotlight” and “staff pick.” This can give useful insight into the impact of these endorsements.
2. Calculating the success and failure rates among campaigns based on number of backers and/or average donor.
3. Calculating the success and failure rates based on duration of campaign. Do successful campaigns succeed quickly or do they require a longer window to reach their goals?
4. Calculating the rate of over-funding per category. Are certain categories more likely to raise more than their goals? Are certain categories consistently coming up short?