**KICKSTARTED CAMPAIGN – ANALYSIS**

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

* Category ‘Theater’ with sub-category ‘Plays’ ran the highest number of successful campaigns which leads me to believe that if we run a campaign that is enjoyed by a bigger population, then it has more chances of succeeding
* Campaigns that had a goal of less than $1000 had a higher chance of succeeding and not getting canceled, while campaigns that had a goal of more than $50,000 had a lesser chance of succeeding and a higher chance of getting canceled
* US had the highest number of campaigns run which leads me to believe that Kickstarter might be more popular in the US than other countries

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

* We could been given the age of the backers which would have helped us in assessing what the backers’ average age is and analyze how the age affects the success of a campaign
* We could have been given the economic status of the backers so that we could assess how the economic status affects the backers’ decision to donate to a campaign
* We could have been given what the key terms or the most successful and then seen a trend of how the key words in a campaign affect doner’s response
* We could have been given the information of how engaging the campaign owners are so that we can correlate their communication (i.e. maybe posts, updates, etc.) to donor’s response.

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

* We could create a plot a bar chart with percentage of successful/failed/canceled against the duration of the campaign to see if the duration of a campaign has any effect on the success rate
* We could split the words in the blurb and see which words were the most popular and then analyze if they had an effect on the success of the campaign
* We could plot a line graph on how many campaigns were run according to each country and see the trend to analyze which country had the most backers.