***Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?***

One conclusion someone can make out of the Category Stats worksheet Pivot Table and graph would be that the best area to open a kickstart campaign in would be the music category. With a success rate of of the finished campaigns, it easily outperforms the other categories. Theatre (61%) and film/television (58%) are the only others that finish above 50%, while food (18%) and journalism (0%) are at the bottom of the list.

|  |  |
| --- | --- |
|  | **Category Success Rate** |
| film & video | 58% |
| food | 18% |
| games | 36% |
| journalism | 0% |
| music | 79% |
| photography | 47% |
| publishing | 34% |
| technology | 35% |
| theater | 61% |

Looking further into the music category, one can see that two categories that have not been found to be successful yet is faith and jazz. On the other hand, classical music, electronic music, metal, pop and rock have not had any campaigns fail or canceled, meaning they have all met their goals. Indie rock also has a respectable 89.5% (140/160) success rate.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Row Labels** | **successful** | **failed** | **canceled** | **live** | **Grand Total** |
| classical music | 40 |  |  |  | 40 |
| electronic music | 40 |  |  |  | 40 |
| faith |  | 40 |  | 20 | 60 |
| indie rock | 140 | 20 |  |  | 160 |
| jazz |  | 60 |  |  | 60 |
| metal | 20 |  |  |  | 20 |
| pop | 40 |  |  |  | 40 |
| rock | 260 |  |  |  | 260 |
| world music |  |  | 20 |  | 20 |
| **Grand Total** | **540** | **120** | **20** | **20** | **700** |

Lastly, one conclusion that can be drawn from the Launch Date Outcomes Worksheet Pivot Table and graph would be that the optimal time of the year to start a kickstart campaign would be early spring, with May being the most successful month and success rates falling through out the summer months.

***What are some limitations of this dataset?***

Confidence in the data collection process?

Patterns in data and likelihood of it remaining static or changing over time?

Error rates?

*(www.gov.uk/guidance/4-understand-the-limitations-of-the-data)*

***What are some other possible tables and/or graphs that we could create?***

Some other data that could be gathered through other possible tables and graphs would be highest funded campaign categories, success rates of campaigns started in other countries vs. U.S., and success rates of campaigns that have larger goals vs. those that have smaller goals.