**Report: Kickstart My Chart**

1. *Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?*
   * Theater campaigns are by far the largest category by count, and plays are the dominant sub-category within the theater category. In addition to being the largest category, theater has a higher than average success rate across categories.
   * Based on the data, May is the best month to create a Kickstarter campaign. Though both the success and failure rates both increase from April, the successful campaigns see a steeper increase than failed campaigns. At the same time, December is the worst month to launch a Kickstarter campaign, where failed campaigns outnumber successful campaigns. We could speculate that this is because people are spending money on their families around the holidays.
   * Filtering by year shows that overall success rates have declined over time. Though there were fewer campaigns overall, there was a greater proportion of successful campaigns between 2009 and 2013 than between 2014 and 2017. Perhaps this is because there are more campaigns overall competing for a limited pool of donors, or perhaps people have developed burnout from funding campaigns over time.
2. *What are some limitations of this dataset?*
   * The data set does not reveal what external factors may have influenced success, failure, and cancellation. Was there a recession at the time? Is the campaign a good fit for the culture of the geographic area (where applicable)? How heavily did the originator of the campaign market their fundraising efforts through social media, networking and other methods?
   * We do not know what types of people look at Kickstarter and potentially fund campaigns. Food projects seem to be disproportionately unsuccessful, so are there not very many “foodies” that look at Kickstarter? Music campaigns are disproportionately successful, so are there lots of music-lovers who look at Kickstarter?
3. *What are some other possible tables and/or graphs that we could create?*
   * Average donation size by category
   * A table and bar chart that breaks down Category by Country
   * A table and 100% stacked bar chart that breaks down Success and Failure by staff\_pick and spotlight
   * A table and stacked bar chart that breaks down Success and Failure by size of the Goal (full disclosure: I typed this before I looked at the Bonus section)
   * A table and chart that break down initial goal size by country to see which countries aim highest
   * A table and line chart showing count of category campaigns over time.