KickStarter

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. With the data provided, we can conclude that 54% of the campaigns launched at Kickstarter are successful.
   2. Categories with a success rate higher than 50% are Music, Theater, and Film & Video. Music has a success rate of 79%, Theater's success rate is 61%, and 58% for Film & Video. Although Theater comes is second to Music in success rate as a category, Theater makes up 38% of the 54% of all successful campaigns at Kickstarter. Followed by Music with 25%, and Film & Video with 14%. The remaining categories make up 10% or less.
   3. 21 of the 42 subcategories have a success rate of 40% or higher. Kickstarter's strongest quarter is Q2, followed by Q1.
2. What are some limitations of this dataset?
   1. The limitations with the data is the “dates” not in date formatted and requires cleaning up.
3. What are some other possible tables and/or graphs that we could create?
   1. I would suggest requesting pivot tables per category showing the breakdown of the subcategories. It would help get more insight into subcategories that are working and keep the advertising approach as is and identify the low performing categories and lower the marketing budget or suggest a different marketing approach for them.
   2. If I were to suggest someone to start a campaign with Kickstarter I would suggest the music category because is have a 79%percent chance of meeting funding goal.