**Kickstarter**

# Report

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

Theater as a category makes up the largest number of the last 4114 campaigns created with a total of 1393. It has the highest success rate with a total of 839 out of 2185 successful campaigns and also has the largest fail rate. It is followed in second place by Music with a total of 700 campaigns of which 540 were successful. Technology campaigns have the highest canceled rate out of the group.

The largest number of campaigns originate from the US with a total of 3038. This is followed by Great Britain which has a total of 604 and Canada rounds out the top three with 146. China has the lowest number of campaigns with a total of 6 since 2009.

There is great fluctuation in successful campaigns created within the span of a year as the cumulative data from 2009 to 2017 suggests. The peak months of successful campaigns occurred in February, May and October. September and December showed the sharpest drops. Failed campaigns largely mirror the same directional trend with similar peaks and troughs. Canceled campaigns on the other hand stay roughly around the same amount throughout the year.

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

It is heavily skewed towards US data and this may not be an accurate representation of how well campaigns do overall or globally. The data is only as recent as 2017 and only represents just over 4000 projects of the 300,000 that were launched since the platform was setup. We are unable to accurately gauge whether the sample selected is representative enough.

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

Average length of time taken to complete campaign from date created to date ended.

Value of target goal and its correlation to the campaign success rate – lower amounts likely have a higher success rate.

Year over year data to see the growth over time since the company started in 2009.