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

First, at a global level, the “Theater” category had, by far, the largest number of campaigns with 1,393 or 34% of the total. “Music” and “Technology” were the second and third categories by number of campaigns – with 700 (17%) and 600 (15%) respectively; followed by the “Film & Video” category relatively close with 520 (13%) in the fourth position. The majority of campaigns (74%) took place in the Unites States.

Second, out of 4,114 campaigns, slightly over half of all campaigns (53%) were successful and more than a third (37%) failed. The rates of successful and failed campaigns followed a similar pattern to their own proportions from total number of campaigns; except for the “music” category, which appeared to have a larger proportion of ‘successful campaigns’ and a lower proportion of ‘failed campaigns.’

|  |  |  |  |
| --- | --- | --- | --- |
| Category | Proportion of Total Campaigns | Proportion of Successful Campaigns | Proportion of Failed Campaigns |
| Theater | 34% | 38% | 32% |
| Music | 17% | 25% | 8% |
| Technology | 15% | 10% | 14% |
| Film & Video | 13% | 14% | 12% |

Comparing the rates of success and fail within its own category; “Music” came on top with 77% successful, 17% failed and only 3% canceled. In the subcategory “Rock,” the success was overwhelming – 260 out of 260 campaigns were successful.

Third, the least successful campaigns were “Food” with only 2% of the total successful campaigns and 17% as a proportion of the number of campaigns in this category; and “Journalism” with 100% (24) of the campaigns canceled.

Overall, there was a linear trend across the goal levels; the lower the goal, the higher success rate. Whereas, the higher the goal, the lower rate of successful campaigns. Likewise, the percentage of campaigns canceled went up with every incremental goal range. There was also a positive correlation between the number of campaigns per category and the rate of successful campaigns in each category. All campaigns combined, the date of creation in May had the highest number of successful campaigns, whereas December had the lowest number of successful campaigns. Both, successful and failed campaigns, had a moving average trend.

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

* This dataset does not include possible reasons for success and fail.
* There was a wide variance in the number of campaigns for each category to compare success/fail rate across all categories.
* This data was heavily skewed towards trends in the US due to the largest number of campaigns; not all categories were represented in each country.

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

* Standard deviations per category
* Moving averages to visualize upward/downward trends in pledges by project and category,
* Plot charts
* Table of average donation per category
* Table combined pledges by category and their percentage of success
* Number and percentage of backers by category
* Number and percentage of backers by successful category
* Quartiles and interquartile.
* Use your data to determine whether the mean or the median summarizes the data more meaningfully.

The mean and median are not meaningful since there are ‘big outliers

* Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?

There is significantly more variability with successful campaigns.