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

**KEY TAKEAWAYS**

* **US is still predominant market, with Britain following.**
* **The most successful campaigns have mass appeal and relate to entertainment (theatre, music, film & video).**
* **The least successful campaigns are those which require heavy resources, new technology and/or are not as accessible to the end-users (backers).**
* **April – July is the best time to run a campaign for the best chance at success with April – May being the most opportunistic.**

**OVERALL**

* US has most instances of campaigns run (3038, rep. 74% of the sample), GB has the second most (604, rep. 15% of the sample), CA has third most (146, rep. 4% of the sample)
* I would identify the US as having most statistical significance against a total count of 4114 and caution that overall results would be skewed by the US data.
* It’s interesting to note that the most successful types of campaigns overall are related to ‘entertainment’ (Theatre, Music, Film & Video), which make up about 77% of all success’.
* Food & Games campaigns had the highest overall failure rate (70%, 64%).
* Technology had the highest cancellation rate (30%).
* Plays, rock (/indie rock) music & documentaries are the most successful sub-categories.
* Web projects and wearables are the most frequently canceled, along with animation & video games – not surprising considering how hard some innovations are to materialize (feasibility) within emerging categories (deployment delays, technological issues, vendors, lift, fulfillment, etc.)
* Food trucks also show a high failure rate – perhaps due to access barriers for backers (listening to music is easier than finding a singular food truck to get your food from – especially in the US where the footprint of the country is large)

**CANADA**

* The campaign counts for Canada only account for ~4% of overall instances.
* Theatre & Music were the most successful, following overall trends.
* Film & Video, Photography & Technology all close in second.

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

* Not all campaigns had the same ‘fair shot’ at success – some had longer goal dates than others, some had lower target goals than others, etc. Therefore, this is not a true apples to apples comparison.
* The currency is not consistent – I thought about converting all pledged dollars into one common currency to evaluate a truer picture. I would have had to find the average conversions for the date the campaign was open/closed in order to achieve this, which was why I did not go this far. That said, if this was a very technical comparison, the data set would need to be normalized for this.
* There was not an even distribution or volume of campaign categories by country. US skews the dataset representing 74% of evaluated data.
* The dates of the campaigns are not from the same year with data coming from many years in the past, therefore this is not a current view of the story, it just paints an overall picture (more specifically for the US).

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

* Pull more current data (2017, 2018, YTD 2019).
* Convert to common currency to compare what the average donation looks like from a unified perspective. Then look at what the average donation is typically required to achieve a goal (by category & sub category). Look at the same data to see how many backers are needed on average to achieve a goal.
* Which categories/sub categories had the most staff picks and compare to how many of those were successful (bar graph pivots).
* Look at success, failure, live, canceled over time (years) with a line graph. Look at amount of campaigns launched by year, by country (bar graphs combined with line graph).
* Pie chart of number of campaigns by country.