**Kickstarter Campaign Success Rate Analysis**

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   1. By Category:
      1. Theater has the greatest number of projects.
      2. However, Music category has the greatest percent of success
      3. Journalism has the fewest number of projects, and the lowest success rate, as all journalism projects were canceled. A.
   2. By Sub-category:
      1. Not all sub-categories of Music projects receive the same support. All Jazz projects failed, and all World Music projects were canceled, while Classical music, electronic music, metal, pop, and rock were well received, and all achieved 100% success rate.
      2. While majority of Technology projects either failed or were canceled, the Hardware sub-category performed quite well and received 100% success rate.
      3. Animation, Drama, and Science Fiction sub-categories under Film & Video category were not well supported. All 3 categories have 100% fail or canceled rate.
   3. By project goal:
      1. Projects with goals of less than $1,000 have the highest success rate and lowest failed rate, while projects with goals of $50,000 or more have the lowest success rate and highest failed rate.
   4. By project launch date:
      1. Projects launched in December has the lowest success rate, followed by projects launched in January.
   5. Only 486 out of 2185 successful projects were staff picks.
   6. By Spot Light:
      1. All 2185 successful projects were spot-lighted, and all of the 1879 failed and canceled projects were not spot-lighted.
      2. Out of all data points we examined, spot lighting a campaign seems to have the strongest tie to success rate.
2. What are some of the limitations of this dataset?
   1. The demographics of project supporters are unknown
   2. There is no survey of users as to why they choose to support a project
   3. There is no information on why a project is spot lighted
   4. There is no information on the tangible rewards or experiences (or their perceived values) that are offered in exchange for pledges.
   5. There is currency in the data set. It is unclear whether the number in Goal column is in the associated currency or in a common currency (ie, USD, EUR). The analysis of goal and outcome may not be valid if we need to factor in currency exchange rates.
3. What are some other possible tables/graphs that we could create?
   1. Outcome by spot light
   2. Outcome by staff pick
   3. Outcome by country
   4. Outcome by goal converted to a common currency
   5. Outcome by Country
   6. Outcome by length of time between launch date and end date
   7. Average, minimum, maximum amount raised by category/sub-category