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

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| **Average Goal Amount** | **State** |
| $ 517,985.00 | cancelled |
| $ 60,556.00 | failed |
| $ 9,866.00 | successful |

1. Setting reasonable goals is important for a successful campaign. Successful campaigns may be more successful because they have more attainable goals. The graph below shows the discrepancy in the average goal amount and their success rate. In fact, 47% of all failed campaigns have higher goals than the average successful campaign. While, 24% of successful campaigns were above their own average.
2. Based off this data, Kickstarter campaigns in earlier years 2009 – 2013 found more success. However, as the service became immensely more popular the success and failure rate became much closer. It is possible that with so many more kickstarter campaigns there wasn’t enough backers to keep up with the demand.
3. It seems that theater, or specifically plays have a strong community on kickstarter as well as a continue ability to successfully fund the campaigns.

# What are some limitations of this dataset?

No logic on why things were cancelled. Specifically, item 1012 stood out as it passed its goal amount by 21535% yet was still cancelled.

No data on the marketing involved with each campaign.

# What are some other possible tables and/or graphs that we could create?

Graph identifying how quickly successful campaigns reach their funding.

Graph on average donation and how to relates to success rate.