**Kickstarter Campaign Data Report**

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

Based on the visuals provided in the Parent Category stacked bar graph, we can see that the highest number of successful projects lies in the theatre and music categories; music with a higher rate of success in comparison.

Further breaking down the sub-category success, theatre’s strongest successful campaigns are plays and not musicals and music’s most successful genre is rock.

The time of the year we can see the highest success rates overall peaks in May and has a downward trend as the year closes out. Therefore, it can be expected that the campaigns launched during that time have the most participation, maybe because it’s the start of summer or when people receive tax refunds and have spare money to spend.

*What are some limitations of this dataset?*

Firstly, the data isn’t completely current. It terminates at 2017, but I think more importantly, the biggest limitation is that we are determining success as meeting a pledge goal without factoring in how much the pledge goal is. In the bonus data we can see that the higher the goal, the lower the success rate. Many theatre productions aren’t asking for nearly as much money as say a web/technology type campaign might which automatically sets them up for more “failure”. However, despite not reaching the intended pledge goal, a company may still find themselves with enough money to make their product succeed and/or find funding from other sources. I think success needs to be determined by the outcomes of the project past reached a certain amount of money to draw more accurate conclusions of success versus failure of Kickstarter campaigns.

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

I personally would like to see the correlation between the length of time to the deadline and how that impacts the success rate of a campaign. I assume that less time would mean lower successes, but maybe the pressure might encourage people to pledge money without thinking longer about the decision! Curious to see those kinds of results.